E 24, 1946

PRICE 15 CENTS

BROADCASTING

The Weekly Newsmagazine of Radio

TELECASTING

Driver's seat

In that picture you're looking over the engineer's shoulder from the cab of one of those new streamlined babies down near Harpers Ferry, W. Va.

You're in the driver's seat.

And the obvious thing we're about to say about Baltimore radio is this: you'll be in the driver's seat on sales if you put W-I-T-H on the list of stations you're making up.

W-I-T-H is the successful independent in this big 5-station town. And it delivers more listeners-per-dollar-spent than any other station in this, the country's 6th largest city. If you want the green light on sales . . . here's the way to do it: just make sure, mighty sure, that W-I-T-H is on your radio list. It belongs there . . . so put it there!

W·I·T·H

and the FM Station W3XMB

Baltimore, Md.

Tom Tinsley, *President* • Headley-Reed, *National Representatives*

10 YEARS--
SAME SPONSOR
SAME STATION
SAME RESULTS!

In the sponsor's own words–

*

"FOLKS, ON THIS TENTH ANNIVERSARY of our Barn Dance Program on WLS, I want first to express our appreciation and gratitude to the folks who have produced this show . . . their interest and enthusiasm have helped make many friends . . .

"FOR THE PAST DECADE this program has been devoted to one idea: helping farmers and feeders to get more out of their farm grown feeds . . . unless we were able to get this information into the hands and homes of farm families, it could never be of much value.

"WE TURNED TO THE RADIO and farm papers to distribute this information as simply, as effectively, and as quickly as possible.

"THE RESPONSE of the listeners and readers has been very gratifying. The idea of feeding concentrates in addition to farm feeds has taken hold and is now an accepted feeding practice. It is saving feeders hundreds of thousands of dollars a year . . .

"THE POPULAR SATURDAY NIGHT BARN DANCE has been a big factor in this development. We appreciate their cooperation and pledge our best efforts for even better feeding service in the years to come . . ."

THIS IS WHAT JIM MURPHY SAID recently to the great family of WLS listeners on the occasion of the tenth anniversary of Murphy's Jamboree, an integral part of the WLS National Barn Dance every Saturday night. It expresses, in the sponsor's own words, how WLS works with advertiser and listener in the best interests of both. WLS GETS RESULTS!

**Mr. Murphy is head of the well-known Murphy Products Company of Burlington, Wisconsin*

A Clear Channel Station

WLS
CHICAGO 7

The
PRAIRIE
FARMER
STATION

BURRIDGE D. BUTLER
President

GLENN SNYDER
Manager

50,000 watts, 890 KC, American Affiliate, Represented by JOHN BLAIR & COMPANY, Affiliated in Management with **KOY**, Phoenix, and the ARIZONA NETWORK — **KOY**, Phoenix • **KTUC**, Tucson • **KSUN**, Bisbee-Lowell-Douglas

V

PH
re
th
sto

W
ac
thi
ev
ge
mo
ar

---

ublishe

Why get the wrong number?

Philadelphia listeners don't. They dial 950. We asked them recently to give the dial settings of local radio stations. More of them gave the right answer for WPEN than for any network station in the city.

WPEN has won this recognition by giving listeners in the Philadelphia area the kind of programs they prefer. Ever since this station was acquired by *The Evening Bulletin*—the largest evening newspaper in America—its programming has been getting better and better. WPEN now puts on more good music, more special events, more shows with a Philadelphia flavor and appeal than ever before.

These are some of the reasons why so many Philadelphia listeners have got the habit of turning to 950 for information and entertainment. They know that 950 means WPEN and a good show at any hour. Advertisers know that WPEN means a good buy.

950
WPEN
PHILADELPHIA

NATIONAL REPRESENTATIVES
HEADLEY-REED COMPANY
New York • Detroit • Atlanta
San Francisco • Los Angeles

ublished every Monday, 53rd issue (Year Book Number) published in February by BROADCASTING PUBLICATIONS, INC., 870 National Press Building, Washington 4, D. C.
Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

BROADCASTING... at deadline

Closed Circuit

REPORTED BUT IMPOSSIBLE TO CONFIRM: Neil H. McElroy, vice president in charge of advertising, Procter & Gamble, slated for presidency with present chief, Richard R. Deupree, moving to chairmanship of board; Howard Morgens, manager of advertising department, or A. N. Halverstadt, director of media, to succeed to advertising vice presidency; William Ittman, facilities director, to become director of media. This report picked up last week in New York, Chicago and Cincinnati but denied flatly at P&G headquarters in latter city.

ANY DAY now expect announcement of acquisition by Marshall Field Co. of KJR Seattle from Birt F. Fisher for $700,000. Conversations in progress for weeks with delay entailed by legal terms and placement of earnest money. Since KJR is not corporately owned, transaction would be for assignment of license, with receivables and other quick assets remaining with seller. Acquisition of ABC outlet (950 kc 500 w) would give Field Enterprises its fourth station.

EDWARD PETRY & CO., top rated station representatives, about to uncork results of far-reaching spot survey, after having easeled presentation to topdrawer timebuying agencies.

MONEY GIVEAWAYS which became rampant during prewar years and which are cropping up sporadically as dial setting lures are coming under closer FCC scrutiny. Disclosure in recent FCC proposed decision involving FM [BROADCASTING, June 17] seen as forerunner of intensified campaign by FCC to ferret out giveaways which border on lottery in connection with program renewals.

J. C. PETRILLO getting lax in his letter writing. AFM head hasn't even acknowledged cozy epistle sent him May 24 by Justin Miller in which NAB president asked him to cease stalling and live up to promise to negotiate with broadcasters on national music policy. Next development will be summoning of Industrywide Music Committee for July discussion.

FORMATION of new Washington law firm to specialize in radio and administrative practice expected anytime. Principals will be Edward A. Foote, now with Alvord & Alvord, tax law firm, recently released from Navy as Lt. Comdr., and Sutherland G. Taylor, until February member of CBS legal staff specializing largely in FCC matters.

EXCLUSIVE motion picture rights to a relatively unknown radio character may be purchased by 20th-Century-Fox at reported $500,000. Studios reported interested in obtaining rights to *Tommy Timber Time*, ventriloquist program featuring former Grand Rapids Announcer Gordon Kibby. Kibby's "Cinderella" story amazing, if reports are true, because for

(Continued on page 101)

Upcoming

June 24-28: Pacific Advertising Assn., Annual Convention, Spokane, Wash.

June 24: Resumption Hearings on Los Angeles Video Applications, FCC Headquarters, Washington, D. C.

June 27-28: Informal Meeting, Industry and State Dept., World Telecommunications Conference Discussions, Interior Dept. Auditorium, Washington.

July 1: Clear Channel Hearing Resumption, FCC Headquarters, Washington, D. C.

(Other Upcomings on page 64)

Bulletins

WPIK Alexandria, Va., daytime station on 730 kc Friday granted increase in power from 250 w to 1 kw. Potomac Broadcasting Corp., licensee, expects to have new transmitter installed for operation by Aug. 1.

FCC FRIDAY adopted order setting aside action of April 10 granting Quincy, Ill., station on 1230 kc, 250 w unlimited hours to Illmo Broadcasting Corp. and designated for hearing with WIL St. Louis as party intervenor.

Business Briefly

P&G CHANGE ● Drama series *The Fift Horseman*, based on atom bomb and effect o world, replaces Rudy Vallee on NBC July 4 Aug. 22, Thurs. 10:30-11 p.m. (EST) for Procter & Gamble (Drene). Don Ameche replace Rudy Vallee Aug. 22 for coming season Agency, Kastor, Farrell, Chesley & Clifford New York.

NOXZEMA SUMMER SHOW ● Summer sustaining replacement for *Mayor of the Town* CBS, Saturday, 8:30-8:55 p.m. for Noxzema Chemical Co., Baltimore, will be *Danny O'Nei and Guests* from July 13 through Aug. 31 Agency, Ruthrauff & Ryan, New York.

NBC TIME SHIFTS ● NBC Sunday schedule, effective July 7, changes by three show switches. 2:30-3 p.m. period dropped by Westinghouse Electric Corp. taken over by International Harvester Co.'s *Harvest of Star* currently at 2-2:30 p.m. Latter time filled by RCA *Music America Loves Best* now at 4:30-5 p.m. Shifts leave 4-5 p.m. open for NBC to offer to Ford Motor Co. (See Closed Circuit).

'KOBBLER' SPONSORS ● Frederic W. Ziv Co., Cincinnati, announces transcribed *Korn Kobblers* for following new sponsors: A&B Beverage Co., Augusta, Ga., on WGAC five times weekly for 52 weeks; LeRoys Fruit Juices, St. Augustine, Fla., on WFOY St. Augustine, five weekly for 52 weeks; McGill Motors, Indiana, Pa., on WDAD, one time weekly for 52 weeks; Henry's Radio Service Ocala, Fla., twice weekly for 52 weeks.

FCC Revamps Clear-Channel Day Policy

FCC Friday revamped policy governing clear channel daytime and limited time stations on Class I-A clear channels, placing in pending files applications for Class II stations outside 750-mile radius or 0.5 mv/m 50% skywave contour dominant stations and considering on merits those within 750-mile radius or 0.5 mv/m contour of dominants.

New procedure interpreted by Louis G. Caldwell, general counsel, Clear Channel Broadcasting Service, as opening way for complete breakdown of clear channels and limiting power to 50 kw. FCC policy superseding that announced Feb. 5 for Class stations.

(1) Commission will withhold action on applications for daytime or limited time stations on I-A channels where proposed stations are outside 750-mile radius of dominant I-A outlet, using non-directional antenna, or outside 0.5 mv/m 50% skywave contour of dominant station, using directional.

(2) Commission will consider on merits applications for daytime or limited time stations inside 750-mile radius of dominant, using non-directional antenna, or within 0.5 mv/m 50% skywave contour of dominant station, using directional. Applications in this category not to be granted limited time, but will be considered and "may be conditionally granted for daytime operation only."

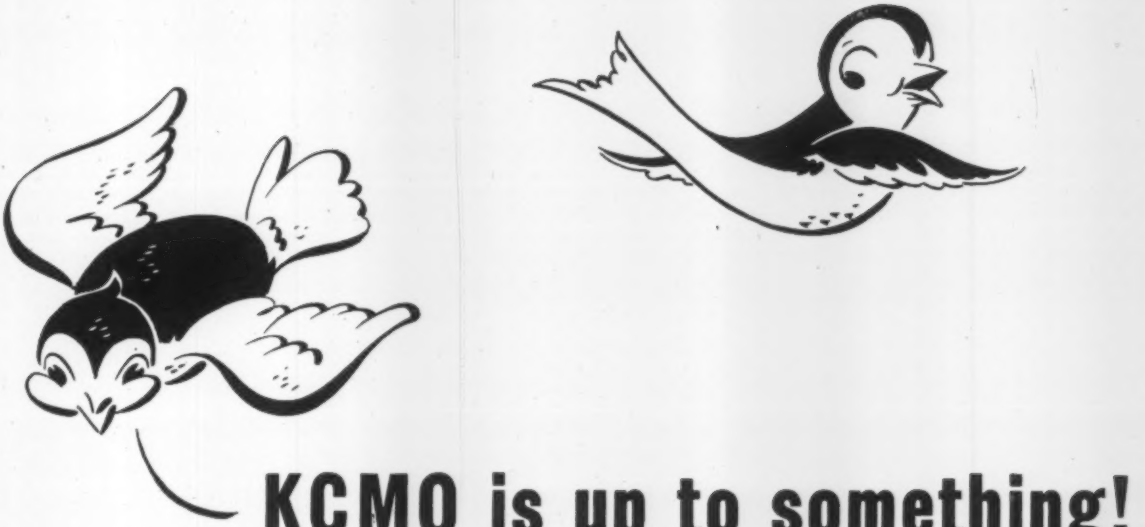
Applications under first category go to pending files until FCC decides clear channel issue; then "suitable notice will be afforded all interested persons and a period will be provided in which to file competing applications." All applications in conflict with 3.25 and 3.22 of FCC Rules & Regulations to be dismissed without prejudice.

Said Mr. Caldwell of new procedure: "Under the first category the Commission left the way open for complete breakdown of clear channels. Under the second category the Commission places obstacles in the way of higher power."

FCC announced following applications placed in pending files under new policy:

Oklahoma A & M College, Stillwater, 760 kc, 10 kw day; WLBG Inc., Columbia, S. C., 820 kc, 250 w d; Tom S. Whitehead, Brenham, Tex., 890 kc, 250 w d; Howdy Folks Broadcasters, Tulsa, 1100 kc, 5 kw d; Southwest Iowa Broadcasting Co., Creston, 750 kc, 1 kw d; Arthur H. Grogham, Santa Monica, Calif., 750 kc, 1 kw, limited to WSB, Donnelly C. Reeves, Hanford, Calif., 870 kc, 250 w d; Radio Broadcasting Assoc., Houston, Tex. 1180 kc, 250 w d; Scenic City Broadcasting Co., Middleton R. I., 1200 kc 250 w, limited to WOAI; C. Mervin Dobyns, San Bernardino, Calif., 1180 kc, 1 kw d; Southern Calif. Broadcasting Co., Monterey Park, Calif., 830 kc, 5 kw d; Bay Cities Radio Corp., Santa Monica, Calif., 890 kc, 1 kw d; Niagara Falls (N. Y.) Gazette Publishing Co., 1200 kc, 1 kw, limited to WOAI; Times Star Publishing Co., Alameda, Calif., 1210 kc, 1 kw d.

Earlier FCC granted construction permits to Pursley Broadcasting Service, Mobile, Ala., 1 kw d on 840 kc (WHAS channel); Central Fla. Broadcasting Co., Orlando, 1 kw, directional antenna, unlimited, on 740 kc (KTRH dominant). (See page 99).



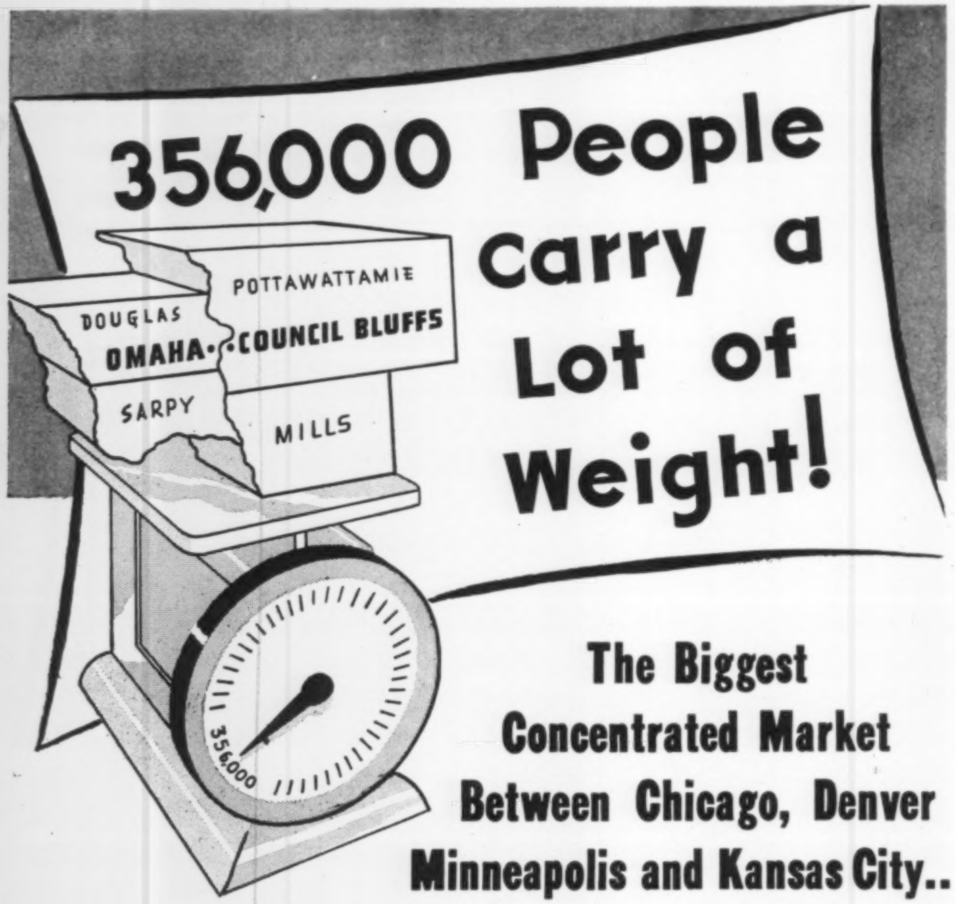
KCMO is up to something!

KCMO

KANSAS CITY, MISSOURI

Basic ABC for MID-AMERICA

NATIONAL REPRESENTATIVE...JOHN E. PEARSON CO.



The Biggest Concentrated Market Between Chicago, Denver Minneapolis and Kansas City..

Completely Blanketed By KOIL!

KOIL delivers the populous Omaha-Council Bluffs area at rates that spell real economy. Cost per listener stays low in this concentrated area because the population is large. In fact there are more people—buyers of merchandise—in this four county area than in three times as many counties in any other section of Nebraska or western Iowa. Let your advertising dollar go further and do more with a KOIL-built program with direct appeal to this market alone.

Represented by
Edward C. Petry Co., Inc.

BASIC ABC
5000 WATTS
1290 KC
KOIL
GORDON GRAY, VICE PRES. AND GENERAL MANAGER

BROADCASTING
TELECASTING

Published Weekly by Broadcasting Publications, Inc.

Executive, Editorial, Advertising and Circulation Offices: 870 National Press Bldg.
Washington 4, D. C. Telephone: ME 1022

IN THIS ISSUE . . .

Doubters K.O'ed by Fight Telecast 15
Newspaper Comment on Video 15
Dignitaries Liked the Fight Telecast 16
Telecast Culminated Four Days Labor 17
Hooper on ABC Title Bout is 67.2 17
WAA to Use Radio for Surplus Sales 18
AFM Local 802 Seethes With Discord 18
State Dept. Plans Shortwave Foundation 20
Credit Clause Debated at WINS Hearing 20
Detroit Station Assist in Tornado Disaster 22
Video Needs More Than Advertising 24
News Is the Station Responsibility . . . by John C. Swayze 26
RMA Names Subcommittee for Radio Week 30
CBS Employee Election Still Undecided 37
CAB Rating Service Suspends July 31 46
War-Torn Chinese Radio Faces Task 77
Industry Reviews Copyright Laws 92
Miller Sees Threat to Free Business 94
Lever Executive Staff Reorganized 96
Policing of Jammed Spectrum Outlined 100

DEPARTMENTS

Agencies 60
Allied Arts 68
Commercial 64
Editorial 54
FCC Actions 82
Management 58
News 74
Our Respects to 54
Production 66
Programs 62
Promotion 79
Sid Hix 16
Sponsors 70
Technical 78

At Washington Headquarters
SOL TAISHOFF
Editor and Publisher

EDITORIAL
ROBERT K. RICHARDS, *Editorial Director*
Art King, *Managing Editor;* J. Frank Beatty, Bill Bailey, *Associate Editors;* Fred Fitzgerald, *Asst. to the Managing Editor.* STAFF: Jack Levy, Rufus Crater, Lawrence Christopher, Mary Zurhorst, Adele Porter, Margaret Elliott, Eleanor Brumbaugh, Irving Kipnes.

BUSINESS
MAURY LONG, *Business Manager*
Bob Breslau, *Adv. Production Manager;* Harry Stevens, Eleanor Schadi, Cleo Kathas.
AUDITING: B. T. Taishoff, Irving C. Miller, Mildred Racoosin.

CIRCULATION AND READERS' SERVICE
BERNARD PLATT, *Director*
Frank Bannister, Dorothy Young, David Ackerman, Leslie Helm, Pauline Arnold.

PROMOTION
WINFIELD R. LEVI, *Manager*

NEW YORK BUREAU
250 Park Ave. *PL*aza 5-8355
EDITORIAL: Edwin H. James, *New York Editor;* Florence Small, Dorothy Macarow, Patricia Ryden.
Bruce Robertson, *Senior Associate Editor*
ADVERTISING: S. J. Paul, *New York Advertising Manager;* Martin Davidson.

CHICAGO BUREAU
360 N. Michigan Ave. *CEN*tral 4115
Fred W. Sample, *Manager;* Jean Eldridge.

HOLLYWOOD BUREAU
6000 Sunset Boulevard, *HE*mpstead 8181
David Glickman, *Manager;* Ralph G. Tuchman, Patricia Jane Lyon.

TORONTO BUREAU
417 Harbour Commission Bldg. *EL*gin 0775
James Montagnes, *Manager.*

BROADCASTING Magazine was founded in 1931 by Broadcasting Publications Inc., using the title: BROADCASTING—The News Magazine of the Fifth Estate. Broadcast Advertising* was acquired in 1932 and Broadcast Reporter in 1933.

* Reg. U. S. Pat. Office
Copyright 1946 by Broadcasting Publications, Inc.

SUBSCRIPTION PRICE $5.00 PER YEAR, 15c PER COP

NEW NEWS
NEW MUSIC
NEW VARIETY

Mornings are Different Now

on WDGY

Listeners in Minnesota and bordering states received six hours of new radio entertainment on June 3 when WDGY completely reprogrammed its entire morning schedule. This new schedule is a carefully planned variety of nearly three and a half hours of all types of music, punctuated by well-edited news, weather information, stock, grain and livestock reports, and public interest features. It's the kind of programming that will invite listeners to dial WDGY and leave the dial set for six hours of light, pleasant and interesting radio variety. This represents another step in our studied effort to bring better listening to the nation's eighth market.

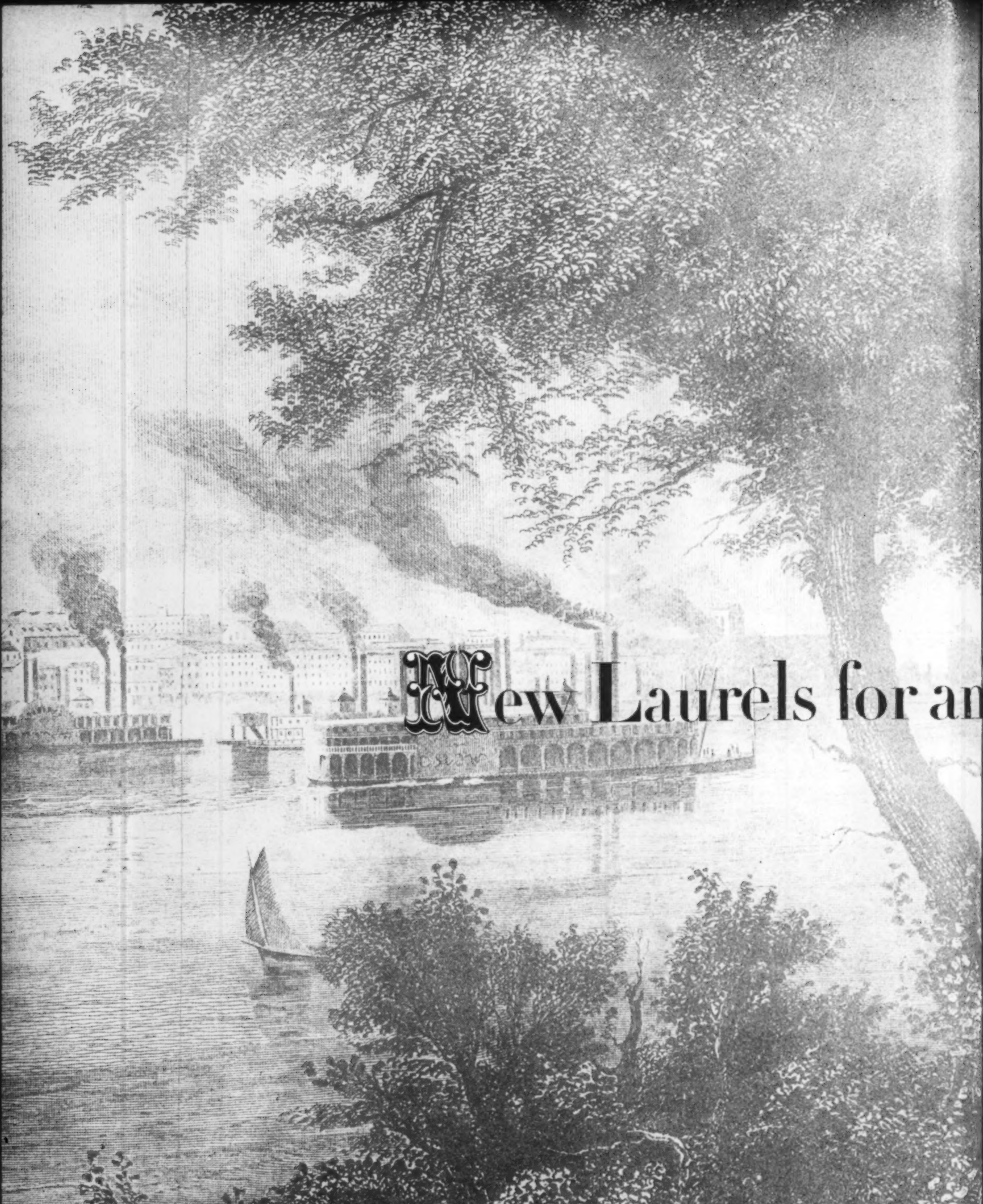
MINNEAPOLIS **WDGY** SAINT PAUL

GORDON GRAY
Vice President & Gen'l Mgr.

MELVIN DRAKE
Vice-President & Station Manager

LEWIS H. AVERY, INC.
National Representatives

New Laurels for an



Old Favorite

. . . on "The Voice of St. Louis"

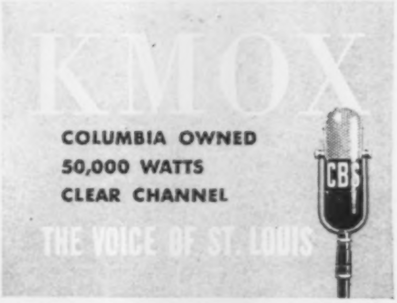
Again "The Land We Live In" steps up to receive new honors.

This time it's a distinguished civic service award from the St. Louis Jr. Chamber of Commerce, as well as an honorable mention from Ohio State University's 16th Institute for Education by Radio. These two trophies take their place beside a first prize plaque awarded to "The Land We Live In" in a 1939 nation-wide competition for "program and script excellence and for contribution to community service".

An old favorite with a colorful nine-year record, the program has been acclaimed repeatedly by civic leaders for its unfailing accuracy, and for its showmanly re-enactment of the stirring saga of the mid-Mississippi Valley.

Besides winning the plaudits of critics, "The Land We Live In" has won public appreciation for its sponsor, the Union Electric Company—forging an ever-stronger link between the company and the thousands it serves.

A tribute to those who write and produce "The Land We Live In", these many honors reflect the creative skill available to *all* advertisers on "*The Voice of St. Louis*".



REPRESENTED BY RADIO SALES, THE *SPOT* BROADCASTING DIVISION OF CBS
WITH OFFICES AT: NEW YORK, CHICAGO, LOS ANGELES, ST. LOUIS, SAN FRANCISCO, ATLANTA.

OUR LISTENERS WANT TO STAY WHERE THEY ARE

Home Sweet Home
MOVING

Some 33,000 families in the Washington region, it is estimated, are currently planning to buy new homes! The greatest demand, surveys show, is in the three-bedroom . . . $6,000 to $10,000 range.

Yes . . . our listeners . . . the down to earth, hard-working, permanent people of Washington are on the march into the market. And how about you? If you'd like to sell your product at a low cost per sale . . . WWDC is the way to do it.

MORE GOOD HOUSING NEWS

It is estimated that 58% of those owning homes are planning extensive repairs and improvements. They range all the way from redecorating to installation of air-conditioning equipment. These facts are from the Planning Committee of the Washington Board of Trade, and the Opinion Research Corporation of Princeton, New Jersey.

WWDC

the big sales result station in Washington, D. C.

represented nationally by

FORJOE & COMPANY

Feature of Week

Mac Tichenor, Earl Godwin

YOUNGEST associate member—or active member for that matter—of the Radio Correspondents Assn., Washington, will be McHenry Tichenor III, son of McHenry Tichenor, president-owner of KGBS Harlingen, Tex., and FM grantee.

In Washington last week with his parents to learn something about Government and radio regulation, young Mac, just 14 on June 2, made application for associate membership in the Radio Correspondents Assn. During school year Mac is featured on KGBS as *The Kid Reporter,* in his own news commentary, 11:45 a.m. to 12 noon.

"I broadcast high school news, give my own comments and occasionally interview some student, especially one who has won honors," said Mac. While in Washington he compared notes with Earl Godwin, ABC commentator, dean of Washington newsmen and past president of the Radio Correspondents Assn.

To Mr. Godwin Mac personally handed his application for associate membership. He carries an active working press card from the *Nevada State Journal*, Reno, a newspaper which his father once owned. His father at one time owned the *Valley Morning Star*, Harlingen. Mac is studying television, has learned how to handle a studio control job and generally makes himself useful at KGBS when he isn't in school. He is studying facsimile in the belief that by time he completes school facsimile will be a regular service.

In Washington he visited Congress, interviewed Rep. Milton West (D-Tex.), of Brownsville, on Mr. West's bill providing for an eight-year dam project on the Rio Grande river, which will provide expanded irrigation for the Valley; saw both Houses of Congress in session, and called on FCC Comr. Paul A. Walker, old friend of his father's from Oklahoma.

Young Mac has more than a son's interest in KGBS. He owns one share himself and has the promise of his father that he may enlarge his stockholdings at the proper time—providing, of course, FCC approves.

Sellers of Sales

NINETEEN years ago while he was looking for a job in Detroit, Emerson (Tim) Elliott was told to try an advertising agency (Campbell-Ewald). "What kind of business is that?" he asked.

In the nineteen years since then, Mr. Elliott, who is now vice president in charge of media for the agency's Eastern Division, has presumably learned the answer. He is responsible for such lush radio accounts as U. S. Rubber and Eastern Airlines.

Mr. Elliott, a native of Goderich, Ont., Canada, was in Detroit to see a speedboat race when he decided to look for a job. It was an employment agency which suggested he try Campbell-Ewald. After he had been told what an advertising agency was, he bravely approached Campbell-Ewald and was soon working as a clerk checking invoices.

TIM

Mr. Elliott, it turned out, was quick to learn not only what an agency was, but how it operated. Soon he was moved to the media department. And in 1935 he was transferred to the New York Office. In 1944 he was appointed vice president in charge of media of the Eastern Division.

The year 1927 was the turning point for Tim Elliott in more ways than one. That year he became an American citizen, started on his agency career, and married his childhood sweetheart, Hilda Symonds. The Elliotts have two children, Mary, 14, and Teddy, 10. They live in their own home in St. Albans, N. Y.

Bowling and fishing are his favorite activities. He spends most of his summer weekends fishing. He also takes a ten day fishing trip in Canada every year.

4 markets it pays to consider

WRAW
READING, PA.

WGAL
LANCASTER, PA.

WKBO
HARRISBURG, PA.

WORK
YORK, PA.

Market-wise time buyers looking for profitable sales have found these four growing markets outstanding buys. Write for information.

MUTUAL • NBC

WAKR AKRON

First in Listeners!

TOTAL RATED PERIODS

HOOPER STATION LISTENING INDEX

AKRON—OCTOBER, 1945 THROUGH FEBRUARY, 1946

MORNING INDEX • 8 TO 12 NOON, MONDAY THROUGH FRIDAY

WAKR	STATION "A"	STATION "B"	STATION "C"	OTHER STATIONS
54.8	21.2	3.7	*15.9	*4.4

AFTERNOON INDEX • 12 TO 6 P. M., MONDAY THROUGH FRIDAY

WAKR	STATION "A"	STATION "B"	STATION "C"	OTHER STATIONS
37.8	22.3	7.4	*26.9	*5.6

SUNDAY AFTERNOON INDEX • 12 NOON TO 6 P.M.

WAKR	STATION "A"	STATION "B"	STATION "C"	OTHER STATIONS
31.4	22.2	10.5	*23.1	*12.8

EVENING INDEX 6 P. M. TO 10 P. M., SUNDAY THROUGH SATURDAY

WAKR	STATION "A"	STATION "B"	STATION "C"	OTHER STATIONS
21.7	37.3	Not Rated	*35.3	*5.7

TOTAL RATED TIME PERIODS

WAKR	STATION "A"	STATION "B"	STATION "C"	OTHER STATIONS
33.1	29.0	6.0	*28.5	*4.8

*Stations Located Outside of Akron

TOPS IN RADIO

ABC NETWORK · 5000 WATTS · DAY AND NIGHT

WEED AND CO.
NATIONAL REPRESENTATIVES

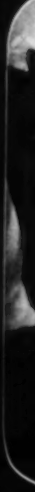
Copyrighted
1946
WAKR

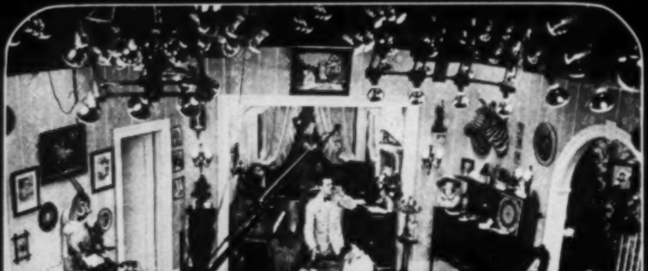
ABE LINCOLN IN ILLINOIS
"Television's Greatest Play to Date . . ." VARIETY

EASTER SERVICE—". . A Half-Hour Holy Week Session Which Too
Every Beholder Right to Church . . ." BILLBOARD

THE FIRST YEAR—". . By Far the Best Television Entertainment I Have Ever Seen . . ." JOHN GOLDEN

What makes a Television DIRECTOR?



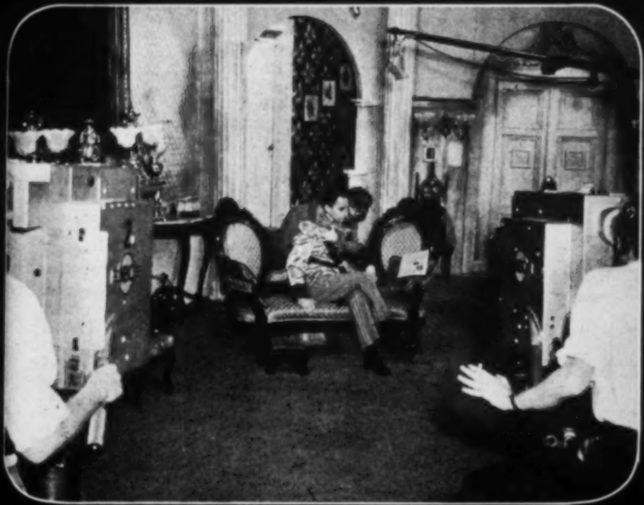


YOU CAN'T TAKE IT WITH YOU ". . Another Sock Video Version of a Famous Stageplay . . ." VARIETY

CHILDREN OF OLD MAN RIVER ". . One of the Best Televisi
Shows of More Than 30-minutes Duration Yet Presented . . ." VARI

* **FRONT PAGE** – ". . Undoubtedly One of the Best-Produced Plays Yet Televised . . . Drew Hefty Belly Laughs . . ." VARIETY

* **ANOTHER LANGUAGE** – ". . An Auspicious Beginning to NBC's Fall Dramatic Season . . . A Smash Hit . . ." BILLBOARD



* **ANGEL STREET** ". . Video Version . . . As Sock as Footlight Presentation . . ." VARIETY

A TELEVISION DIRECTOR is *made* by the hit shows he creates. For obvious reasons* NBC television directors are credited with being tops in television.

Essentially men of vision and imagination, they got into television in its formative years. Born showmen, raised in show business, they bring to bear in NBC television productions the full weight of years of individual successful experience in the theatre, films, the sports world and in radio.

That previous experience—adapted through actual daily application to the stricter requirements of the television medium—is reflected in the consistent excellence of all NBC television productions.

What makes WNBT the best media buy in Television today?

At WNBT the experience, imagination and stagecraft of show-wise NBC television directors (*and* writers, camera crews, technicians and engineers) are backed by the finest television facilities in the business.

Whatever your television requirements—whether you produce your own shows with NBC experts . . . whether your ideas are developed and produced by NBC . . . or whether you sponsor programs built and telecast by NBC—WNBT offers short cuts and economies made possible by expert planning and the longest, continuous practical experience in television.

NBC TELEVISION

WNBT NEW YORK

NATIONAL BROADCASTING COMPANY

A SERVICE OF RADIO CORPORATION OF AMERICA

A LITTLE EXTRA EFFORT OFTEN GETS A BIG RESULT!

- No, it wasn't very important, in itself—but three centuries of schoolchildren have learned by heart the story of Sir Walter's small extra effort, and it turned out to be perhaps the *biggest* little effort the world has ever seen!

What's that got to do with F&P? Plenty! We know the earth-shaking rarity of the intelligent *extra effort.* We know that tons of plodding labor—but also pounds of creative imagination—are necessary for success, and we know that all our *good men* are quite in the habit of delivering *both.* That's why we think we can contribute to the success of your spot broadcasting. Want to *see?*

EXCLUSIVE REPRESENTATIVES:

ALBUQUERQUE	KOB
BALTIMORE	WCBM
BROWNSVILLE	KVAL
BUFFALO	WGR-WKBW
CHARLESTON, S. C.	WCSC
CINCINNATI	WCKY
COLUMBIA, S. C.	WIS
CORPUS CHRISTI	KRIS
DAVENPORT	WOC
DES MOINES	WHO
DULUTH	KDAL
FARGO	WDAY
HOUSTON	KXYZ
INDIANAPOLIS	WISH
KANSAS CITY	KMBC
LOUISVILLE	WAVE
MINNEAPOLIS-ST. PAUL	WTCN
OKLAHOMA CITY	KOMA
PEORIA-TUSCOLA	WMBD-WDZ
PORTLAND	KOIN
RALEIGH	WPTF
ROANOKE	WDBJ
ST. LOUIS	KSD
SEATTLE	KIRO
SYRACUSE	WFBL
TULSA	KTUL

and WRIGHT-SONOVOX, Inc.

FREE & PETERS, INC.

Pioneer Radio Station Representatives

Since May, 1932

CHICAGO: *180 N. Michigan* Franklin 6373
NEW YORK: *444 Madison Ave.* Plaza 5-4130
DETROIT: *645 Griswold St.* Cadillac 1880
SAN FRANCISCO: *58 Sutter* Sutter 4353
HOLLYWOOD: *6331 Hollywood* Hollywood 2151
ATLANTA: *322 Palmer Bldg.* Main 5667

BROADCASTING
TELECASTING

VOL. 30, NO. 25 WASHINGTON, D. C., JUNE 24, 1946 $5.00 A YEAR—15c A COPY

Doubters Kayoed By Fight Telecast

IBEW Move to Take Over Nearly Stops Show

By ROBERT K. RICHARDS

INTERESTED IN TELECAST of Louis-Conn fight at Statler Hotel, Washington, Wednesday night were these guests of NBC (front row, l to r): Sen. Wallace H. White Jr. (R-Me.), Minority Leader; Sen. Theodore F. Green (D-R. I.); unidentified character; Speaker Sam Rayburn (D-Tex.); Rep. Eugene Worley (D-Tex.); Rep. James W. Wadsworth (R-N. Y.). Back row (l to r): O. Max Gardner Undersecretary of the Treasury; Sen. Walter F. George (D-Ga.); A. D. Willard Jr., NAB executive vice president; Sen. Elbert D. Thomas (D-Utah); Lewis Deschler, House Parliamentarian; Rep. Frank A. Barrett (R-Wyo.); Rep. William T. Granahan (D-Pa.); Rep. Frank Buchanan (D-Pa.).

BILLY CONN wasn't the only fellow knocked out at Yankee Stadium last Wednesday night.

There was a clean left to the jaw scored against many of those who doubted that television is ready for the public.

Before an estimated video "ringside" audience of 100,000, NBC presented conclusive pictorial proof that television is ready. If, as has been estimated, 85,000 of those 100,000 do not now own television receivers, it is because they can't find any to buy.

Oddly enough this television program, considered as routine by the production, engineering and executive staff of the network—which has been broadcasting bouts since 1939—was produced under the most trying circumstances the staff had ever faced.

Other fight broadcast coverage on pages 16, 17, 54, 91, 93, 94, 99.

IBEW Move

At the last minute—one hour before showtime—22 representatives of IBEW (AFL) walked into Yankee Stadium where NBC's 30-man staff was making final preparations and announced they were present to "take over."

IBEW had moved in 24 hours earlier, actually. On Tuesday night, the union notified NBC and ABC that they were going to take such action unless the networks negotiated contracts immediately with them. Their thrust was against NABET, the national independent union to which engineers of these two networks belong.

Network executives informed IBEW that their own technicians would handle the show, as scheduled, and maintained this attitude throughout negotiations.

The IBEW attitude, however, was reported adamant. And at 7 p. m. Wednesday, their delegation marched into Yankee Stadium. A half hour earlier, Mike Jacobs, the fight promoter, had informed an NBC video official that the IBEW would be on hand—"but as standbys."

When they arrived, however, their leader—Cullane—announced that his men were going to work on the show. Burke Crotty, field production chief of NBC television, informed the union representatives that he couldn't produce the program with a green crew. John F. Royal, NBC vice president in charge of television, was called from his ringside seat where a special telephone previously had been installed.

He discussed the problem with the IBEW men and was told that they would run the show or the power lines would be pulled. IBEW served a similar ultimatum on ABC, which was broadcasting, also under Gillette sponsorship, the audio blow-by-blow program from ringside.

Relented at Last Minute

Mr. Royal, it is understood, stood by the network's resolution to produce the show with NABET engineers or not at all. At the last minute, IBEW's delegation relented. The show went on the air two minutes and ten seconds late.

Meanwhile at NBC headquarters in the RCA building, many executives of the network breathed sighs of relief. They had been preparing policy announcements to the waiting television audience, as well as to the listening audience, explaining the situation if the production was not telecast. It was understood that ABC was ready to cooperate with NBC in carrying the matter to the public if negotiations failed.

This behind-the-scenes activity probably was not apparent to any but the practiced viewers, who may have wondered why the early film shots in the television show were cut off in mid-reel. The two minute ten second delay had sabotaged the carefully prepared studio cues.

It must not have disturbed David Sarnoff, either. The president of RCA, long a proponent of television, certainly found satisfaction in the enthusiastic reaction to the production he observed at the Statler Hotel in Washington, where 800 high Government officials and members of Congress saw Louis and Conn in action.

Form City Coverage

In New York, 1500 special guests viewed the program in NBC's large Studio 8-H. The four-city coverage was fed from WNBT New York to Philco's WPTZ Philadelphia, GE's WRGB Schenectady

(*Continued on page 16*)

PRESS COMMENT ON TELEVISION

Consensus Was Video Made Every Seat Equivalent to Stadium Ringside

PRESS COMMENT on NBC television follows:

"In many ways it was better than ringside," said Howard Cowan, feature writer for the Associated Press. "The television spectator saw more than a fan sitting in the eighth row at the stadium can see. The camera gave a better view because it was on the level with the ring instead of below it."

"The consensus was, 'this is the way to see the fight'," said Doug Kennedy, writing in the New York *Herald Tribune*. "No one was cold, no one was uncomfortably perched on hard wooden seats, and none had to jump from his seat at every flurry of blows by the fighters."

"The images were in black and white of course and clear," said the United Press radio correspondent covering in New York. "The fight action appeared like that on a movie screen."

"The mountain came to Mohammed on a plush seat last night in a large NBC studio in Radio City, when as fine a television display as was ever attempted in this country was flashed on television screens," said Edmund Leamy of the New York *World Telegram*. "Television has shed its swaddling clothes. NBC television is to be congratulated."

"The fight picked up by five cameras in the stadium came in clearly and it seemed as though you were sitting in an elevated chair about three or four rows away," said Paul F. Ellis, feature writer of the United Press. "Those at the fight may have been disappointed but not those via television."

"The clearest thing about television is that it has changed from short to long pants," said Ben Gross, radio editor of the New York *Daily News*. "The camera work was excellent, and the close-

(*Continued on page 92*)

Video Broadcast

(*Continued from page 15*)

and Dumont's W3XWT Washington. The telecast was sent to Washington through Bell System's coaxial cable and to Philadelphia and Schenectady by radio relay. All cities reported perfect reception.

The cost of the production to NBC and the sponsor, Gillette, can only be estimated, since neither sponsor nor network is releasing figures.

Based on the average $400,000 monthly operating cost of NBC television, and the unusually large crew employed in this particular production, it probably cost the network in the neighborhood of $15,000. This was for the production alone and does not take into consideration elaborate entertainment offered guests by NBC in Washington.

The television rights, purchased from Promoter Jacobs, are said to have cost over $100,000—but it is understood that this may have been a package price, including not only the championship bouts but other fights scheduled for the future.

If Gillette's contribution defrayed bare expense, then, its cost to reach 100,000 viewers through the new medium was between $50,000 and $100,000.

30 Men on Production

The production from the stadium was handled by 30 men under the immediate direction of Mr. Crotty, veteran NBC video producer. He was assisted by Garry Simpson and Noel Jordan. Technical field supervisor was Edwin C. Wilbur, assisted by Alfred Jackson. There were five cameras—three image orthicons, two with turret lens equipment; two orthicons. These and other equipment were manned by 23 technicians.

At the studio, Warren Wade, television program director, directed production. Remote-to-studio switches were handled by Albert V. Cole, with Al Protzman and Joe Conn, technical directors, guiding technical operations at the central twitching point. Special events coincident to the telecast were handled by NBC's video special events director, J. Harrison Hartley.

The entire production was supervised by Noran E. Kersta, television expert, NBC's video manager.

(For on-scene review of production, see story, page 17).

The demand for tickets at NBC New York and in Washington reached flood-tide by noon Wednesday. The scarcity of receivers, limited the number of viewers.

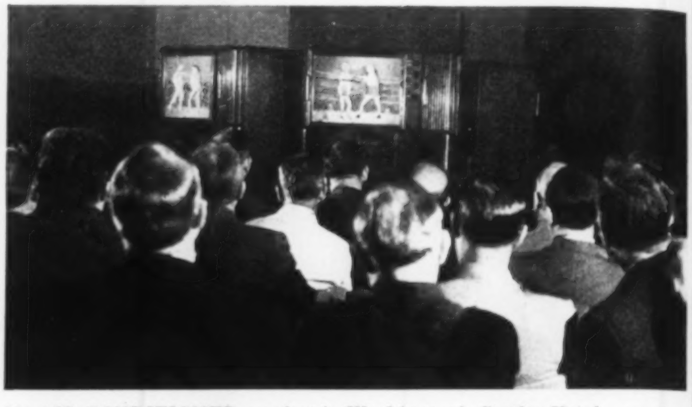
It is estimated that there are 5000 sets within the greater New York area. A conservative estimate places at 15 the number of individuals who saw the production on each set. Another 2000 sets in Washington and Philadelphia, with an additional 300 in Sche-

(*Continued on page 93*)

WASHINGTON TELEVISION SCENE

Dignitaries Liked the Title Fight

NBC Acts as Host to 800 At Video Show In Statler



IN AIR-CONDITIONED comfort in Washington's Statler Hotel—courtesy of NBC—these viewers saw the Louis-Conn fight last Wednesday night. With such scenes duplicated in New York, Philadelphia and Schenectady, the public witnessed the first large-scale demonstration of a new era of luxury entertainment—with no women fainting, no scramble for seats and no dented fenders from crowded parking lots.

A SUBSTANTIAL cross-section of Washington's officialdom, which doesn't know much about the intricacies of black-and-white versus color television, accepted the B-W type hands down Wednesday night after viewing the Louis-Conn fight relayed by coaxial cable from Yankee Stadium New York to the Statler Hotel in Washington.

Among the 800 NBC guests who sat in solid comfort around 21 receivers of various screen sizes and mainly of prewar vintage, were about 400 members of Congress and dignitaries representing practically all phases of Washington public life.

More than a quorum of the FCC membership and executive staff was there too and while there were no public expressions, it was evident that what they saw and heard constituted virtually unanimous acceptance of black-and-white low-band television by the most select audience ever to witness a telecast. Only a handful of those present, like FCC members and members of the Congressional committees dealing in radios had seen CBS color television.

B-W video had been given its greatest impetus since the visual art sprang from the laboratory a score of years ago. The reception was practically perfect. Every blow, every move about the ring was followed. Many of those present were congratulating themselves for having avoided the event itself, with ringside seats at $100 a throw.

Du Mont Showing

Supplementing the Statler party, a group of about 75 witnessed the telecast in a down-town office building picked up from the air from Du Mont's Washington experimental station W3XWT. By special arrangement with NBC W3XWT picked up the WNBT telecast for rebroadcast to the handful of set owners in Washington and environs. The reaction was the same—vociferous applause for the quality.

Hosts to the distinguished NBC Washington audience were Brig. Gen. David Sarnoff, RCA president, Frank E. Mullen, NBC vice president and general manager, Frank M. Russell, NBC Washington vice president, and Carleton D. Smith, general manager of WRC, NBC's Washington station and of its upcoming television station. Gen. Sarnoff, who darted about the Statler banquet floor to get first-hand reactions, described the telecast as nothing unusual because of the development of the image orthicon, the new great white light which permits the modern RCA-NBC camera to pick up clear pictures by the illumination of a candle or match.

"Is this acceptable television?" asked Gen. Sarnoff, obviously alluding to the set-to with the network's chief competitor, CBS, over black-and-white low-band versus color high-band video.

He said the answer was evident—practically all concerned wanted to know when and how they could buy television sets, and most of them didn't ask how much.

If there was any unfavorable reaction, it was to the commercials. The still shots of Gillette razors and products were not specially prepared for the telecast. NBC executives said there was no special styling, beyond the fact that films were made of slides used for the commercial message. To those who had seen other television commercials, it was thought they were both antiquated and crude and not commercial video at its best.

In the audience were most of the top echelon of Washington's newspaper corps. They were startled at the quality and detail. They knew that a new medium of communication of intelligence was here and here to stay. One highly-placed Washington bureau manager said he was immediately whipping out

(*Continued on page 91*)

BARKO, The TALKING DOG announcing for HAPPYPUPPY VITAMINS
SID HIX

Drawn for BROADCASTING by Sid Hix

"He's been that way ever since the sponsor complained about his enunciation."

Telecast Culminated Four Days Labor

NBC Staff of 28 Arranged Fight Equipment

THE LOUIS-CONN fight lasted only 8 rounds for the participants, but it lasted four days for the NBC video crew.

The installation at Yankee Stadium for the championship bout was begun last Monday. Four tons of equipment were moved into the stadium. This equipment included three image orthicon cameras, two orthicons, the monitors for each camera chain, a master monitor, a switching unit, an audio monitor and the myriad other smaller units required for the job.

Engineers had to rig up 1400 feet of camera cable, 1000 feet of mike cable and 2000 feet of coaxial cable for the assignment. The stadium pickup alone, without counting heads on the studio end of the job, required a crew of 28: two producers, two announcers, three telephone men and 21 engineers. Five engineers were on cameras; three on audio control; five on video control; one supervisor and his assistant; three transmitter engineers; and three setup men.

Directing the Show

This remote tangent of the historic NBC production was handled by Burke Crotty, veteran video producer. Warren Wade, NBC television program director, handled the studio assignment. Both worked under the general direction of Noran E. Kersta, television manager for the network.

Burke Crotty probably knows more about remote video production than any man in the business. He started with NBC 17 years ago as a mail room messenger and he has been with the video production group since 1939. It was in that year, incidentally, that he directed the first bout ever to be telecast —the Nova-Baer go, and it likewise was from Yankee Stadium.

"It was lousy," he remembers. It was done with one camera at ringside and the camera of that day, as compared with the sleek new turret-lens image orthicon, was something like a kite compared to a jet propelled plane.

Working with Burke at the stadium was his assistant, Garry Simpson, an intelligent and capable director who will take over Burke's spot for four months in a couple of weeks when the veteran is hospitalized for an operation.

Engineering field supervisor was another NBC 17-year veteran, Edwin C. Wilbur, a large genius. He stands over six feet when he isn't stooping over to pick up several hundred pounds of equipment. His strength of shoulder and facility of mind are legend around the video camp. Eddie's assistant is a mustached, pleasant young scientist by the name of Alfred Jackson.

Industrious Workers

These men, and their fellow engineers, work at installing remote equipment like beavers work at building a dam—except that beavers knock off for rest now and then. They crawled along the towering stadium beams to anchor cable; they shinnied up and down the 30-foot camera stand to set up the orthicons. They are more than engineers. They are showmen, for they man the cameras and must have an intuitive sense of "right shots."

As Burke Crotty puts it, "Those guys are geniuses. If you say to 'em in a nice way, 'Look, can't we get Conn to carry a camera so we can catch the knockout punch?' they'd start looking for Conn."

The three image orthicons which did most of the job at the stadium were 145 feet from the ring-center. Two of them were equipped with the new turret lens. A cameraman must use both hands to follow a show like the Louis-Conn bout, and if he's handy with his feet, he's that much better off.

If the production man calls his camera and asks him to change lenses, he can do so with a twist of the wrist. That would be his right wrist, for he's using his left hand to pan the camera. His right hand, having changed the lens, must then grasp a knob on the right side of the rig to adjust the focus. Burke says that his best cameramen will be able to do this job in one and a half seconds after a little practice. Before the turret lens, it took several minutes.

BURKE CROTTY, who directed Louis-Conn fight production at Yankee Stadium, examines one of the two new RCA Image Orthicon cameras equipped with turret-lens assembly.

The turret-lens assembly was used for the second time at the Louis-Conn scrap. The engineers and producers, however, hover over it like it was a rare Cezanne. "It's the best damned television engineering job that's ever come out," says Burke.

Two other cameras, one the original pilot model orthicon, were situated in the "cage"—a wire-enclosed platform suspended from the stadium's second tier. These cameras were about 235 feet from ring-center. If you saw the fight through the forward cameras, you were getting a $100 seat. From the rear cameras, you were seeing it from the $50 section.

Many people, perhaps even some of the brass hats in Rockefeller Center, ask Burke and Eddie why they don't put cameras all around the ring. "Why not a camera right on the apron?"

Burke says, and it sounds logical, that people usually see a fight from one seat. Mike Jacobs won't let 'em run around the ring to get different views, even at $100 a copy. So what television offers them is what they would get if they were there.

Not Too Complicated

If you talk to Burke and Eddie and Garry long enough, you get a lot better picture of television than you get out of the press releases.

"You can make this stuff too complicated," Burke says. "We can do it now. We can bring 30 men in here and a few tons of equipment and deliver a fight in your home. It will be a better job than you could do with your own eyes. Probably, because we have five cameras in focus on the scene all

(Continued on page 91)

Canada Dry Places

CANADA DRY Ginger Ale Co., New York, has started sponsorship of a half hour musical show called *Canada Dry Caravan*, Saturday 10:40 p.m. on XEW Mexico City and rebroadcast through recordings on stations in ten cities in Mexico. Program consists of a symphony orchestra of 40 musicians with Ernesto Roemer, conducting. Contract for 13 weeks was placed through J. M. Mathes Co., New York, on the XEW Network and stations in the following cities: Guadalajara, Orizaba, Puebla, Vera Cruz, Monterrey, Chihuahua, Acapulco, Ciudad Juarez, Celaya and Aguas Calientes.

Highest Hooper Yet for Single Net Show Goes to ABC for Bout

J. C. SPANG JR., president of the Gillette Safety Razor Co., could be excused last Thursday morning for whistling while he shaved. First, it must be presumed, he could afford a new blade for his razor. Second, a record number of people had heard about Gillette the night before.

For an unannounced, but unquestionably impressive sum of money, Mr. Spang had bought the television and radio broadcasting rights to Wednesday night's world championship Louis-Conn fight. His investment, by Thursday morning, seemed to be bringing rich returns.

Highest Hooper

The radio broadcast, carried exclusively in the U. S. on 205 ABC stations, scored the highest Hooperating ever received by any program on a single network, the highest ever received by any commercial show. The rating had been exceeded only by those accorded three wartime broadcasts of the late President Roosevelt over all four networks.

In a special survey, C. E. Hooper Inc. reported that ABC's broadcast of the title fiight had earned a 67.2 rating, had reached an audience estimated at 45,000,000.

No other fight had come within a left hook's range of approaching the radio audience which this one reached. The highest Hooperating for any other fight was 58.6 for the June 1938 heavyweight title bout between Joe Louis and Max Schmeling. A Cooperative Analysis of Broadcasting rating for that fight was 63.6. But the Louis-Schmeling fight had been carried on two networks—NBC's Red and Blue.

The fight reached 45,000,000 Americans, but it also reached an undetermined number of listeners abroad. The International Dept. of NBC broadcast blow-by-blow description in Spanish, French and Portuguese to Latin America and France.

At the ringside was E. B. (Buck) Canel, NBC Spanish announcer, who broadcast on the following NBC Pan American network affiliates: XEW and network, Mexico; Radio Splendid and network, Argentina; Radio El Espectador and network, Uruguay; Station CB 114, Chile; TGW Guatemala City; YNPS Managua, Nicaragua, and WNEW San Juan, P. R.

Paul Gilson, U. S. representative of Radiodiffusion, Radiodiffusion, France and Rene Dreyfus described the fight for the French audience. Mario Cardoso and Carlos Cavalcanti, of NBC's Portuguese language section, described the bout for the Emissora Unidas radio chain of Sao Paulo, Brazil. Both French and Portuguese broadcasts were made from NBC television studios where the announcers viewed the telecast of the fight.

Although the price which Gillette paid Mike Jacobs, president of the Twentieth Century Sporting Club, promoter of the fight, for its exclusive broadcast rights was unknown, the time charges for the 205-station hookup by ABC amounted to more than $14,000.

Radio Plan to Sell Surplus Projected

WAA Advertising Set-Up Includes $650,000 For Broadcasts

FIRST extensive use of broadcasting in sale of surplus property is projected for the coming campaign of the War Assets Administration to unload with all possible speed large quantities of war surplus. If Congress approves an advertising budget estimate for WAA of $16,000,000 covering the 12 months starting July 1 the agency will have about $650,000 tentatively allocated to spot broadcasting.

In the planning stage at WAA is a national advertising campaign designed to explain the surplus disposal situation to the public. This campaign would be of an institutional nature and would use both network and spot time. The project is not included in the budget estimates now before a House appropriations subcommittee, it is understood, those estimates merely covering spot radio.

Must Inform Public

WAA top policy officials feel that the facts of surplus disposal are not understood by the public. They point out that the housewife, for example, wonders why she can't go to WAA and pick up cheap some items hard to find in stores. They feel that the priority system, set up by law, is not clear in the public mind nor is the fact that most surplus is sold to dealers, with the exception of veterans.

This is the first indication that WAA recognizes radio's value as an institutional as well as a direct-selling medium. Last November a coordinated network-regional-local campaign was proposed to surplus disposal officials by Frank E. Pellegrin, NAB Director of Broadcast Advertising [BROADCASTING, Nov. 26]. At that time disposal was in charge of the Reconstruction Finance Corp. RFC expressed interest but still spent its advertising money for white space, catalogs, direct mail and other media.

Now that Congressional fingers are pointing to surplus disposal, WAA officials are anxious to have their story clearly explained to avoid misunderstanding that exists on Capitol Hill as well as throughout the country. Moreover they want to dispose of goods while the public buying power is high and surplus can be sold with least harm to normal production and distribution.

WAA has speeded up its disposal system all along the line in an effort to move its huge stock of war leftovers.

Plans call for scheduling by July 1 of 161 sales at disposal centers all over the country, centering at the 33 WAA regional offices. These sales call for disposal of $1,754,002,000 of war surpluses.

The 33 WAA regional directors operate with their own advertising budgets, provided by the Advertising Division in Washington which exercises policy control. These directors, however, have control over their advertising funds except where special problems involving policy are involved.

Sales-at-Site Radio

Radio has not been used extensively by these regional directors because sales are not made to the general public but to governmental units, tax-free institutions and wholesale-retail firms.

WAA officials in Washington believe regional directors will use radio in the sales-at-site campaign to create public interest in the disposal drive and to promote individual sales.

The original WAA advertising estimate for the fiscal year starting July 1 called for an expenditure of about $550,000 for radio as part of an overall $16,000,000 advertising budget for the year. Later this estimate was increased to approximately $650,000.

As a practical matter of WAA operation the advertising budget probably will be used as circumstances dictate from day to day. This has been the case in the fiscal year about to expire, in which the surplus disposal agencies (first Reconstruction Finance Corp., next War Assets Corp. and now WAA) have operated with a flexible advertising budget ranging from $10,000,000 to $15,000,000.

The 1947 fiscal year budget is understood to specify a spot announcement item and a program item, with definite figures. These are considered purely tentative since advertising funds of necessity will be allocated to media as developments require.

Through Fuller & Smith & Ross

General WAA advertising is placed through Fuller & Smith & Ross, which serves as advertising counsel and handles billings. The agency handles a portion of the regional advertising but the greater part is placed direct by the regional directors.

Director of the WAA Advertising Division in Washington is Carl K. Hart, with William B. Hughes as deputy director. Both are practical advertising and merchandising men. Mr. Hart was in the advertising department of Macfadden Publications and *Esquire* magazine before entering the Air Forces where he rose to a lieutenant colonelcy. Mr. Hughes was a merchandising and industrial counsel in New York before joining the old WPB during the war.

WAA sales are conducted under strict priority rules specified by law. Priorities run in this order: Veterans, Federal agencies, state agencies, municipal agencies, tax-free institutions, wholesalers and retailers. Only items sold to the general public are aircraft, real property, and producers and capital goods.

JUSTICE Bennett Champ Clark of the U. S. Court of Appeals for the District of Columbia, administered the oath of office to his life-long friend, FCC Comr. Paul A. Walker, in the Commission hearing room Thursday. Mr. Walker was unanimously confirmed June 15 by the Senate for another seven-year term. He's the only charter member of FCC still serving, having been named in 1934 by the late President Roosevelt (see Respects sketch, page 54).

AFM Local 802 Seethes With Discord

Court Action Arises On Election Said to Be Illegal

JAMES CAESAR PETRILLO last week may well have winced to perceive a kind of discord which strikes most sharply at his cauliflowered musician's ear. From his biggest, richest local—802 of New York—came the unmistakable clamor of an intra-union brawl.

The sounds were those of factionalism, and they portended a tumultuous struggle for power. Mr. Petrillo perhaps has wondered how strong his New York strong man, Jacob Rosenberg, president of 802 for the past 10 years, would prove to be if the dissidence, already disturbingly evident, grew bolder before next Dec. 5 when local elections will be held.

The struggle for control of the wealthiest [see BROADCASTING, June 17] of the AFM locals burst to the surface, after long concealment beneath traditional AFM censorship, when one faction of the local hauled its incumbent officers into court, charging that the 1944 elections had been conducted illegally.

What the plaintiffs wanted was a declaration by the New York Supreme Court that the elections were null and void. What they got was a settlement with Mr. Rosenberg and the other officers who promised close adherence to the local's by-laws in the conduct of the next election.

But before the settlement was reached, the shrill cacophony of venomed argument rattled the courtroom windows. It was clear that the discord was not the sudden slipping of a reed or string. There had been more than one tune played on different keys within the local for several years.

The Source?

Who piped what tune in Local 802? The answer seemed clear. Jack Rosenberg, 10-year incumbent as president of Local 802, and Harry Suber, its treasurer of equal tenure, liked the old songs best. Fractious elements within the union claim these leaders got their score from Mr. Petrillo, their support from old-time members of 802.

Mr. Rosenberg's attorney in last week's court case was Joseph Brodsky, who defended Earl Browder, then U. S. leader of the Communist Party, in the Government's prosecution of Mr. Browder for allegedly illegal entry into the U. S.

Mr. Brodsky's connection with Local 802 may be somewhat more intimate than the usual association between attorney and client, dissident members of the local said last week. Anti-Rosenberg factions see the penmanship of Mr. Brodsky in the *Official Journal*, the monthly magazine published by the local. Although his name appears nowhere on the paper's masthead, his voice in policy determination for the publication is loud indeed, these sources said.

First fiddle in the faction that plays out of key with Mr. Rosenberg's followers is played by Calmen Fleisig, a plaintiff in last week's action and unsuccessful candidate for president of Local 802 in 1944's elections. Mr. Fleisig has been labelled as "Fascist" by members of the Rosenberg camp.

Mr. Fleisig is nominal chief of the "Unity Group," a faction that claims to have 3,000 followers within the local. As evidence that the Unity Group regards itself as an organized body-within-a-body, it maintains its own club rooms at Carnegie Hall and at another building in New York's East Fifties.

Assails Rosenberg

Last week the suddenly bumptious Unity Group was making its jibes at Mr. Rosenberg outside union circles. Said some: Mr. Rosenberg derives his strength from longtime members of Local 802. At election time, they said, the oldsters emerge from their semi-retirement to electioneer for Mr. Rosenberg with a degree of energy surprising for their years.

It became known that at a regu-

(*Continued on page 90*)

IOWA IS FIRST IN CATTLE VALUE— BECAUSE IOWA CONTAINS 25% OF ALL GRADE "A" FARM LAND IN AMERICA

Because Iowa's rich top-soil grows more of the grains used for feeding purposes, Iowa is the Nation's *first State* in cattle values.

When you realize that half of all land in the U. S. has been damaged or actually ruined by soil erosion, you understand that Soil Conservation is today's No. 1 Agricultural Project.

WHO, with its clear-channel voice originating near the *center* of the Nation's best farming section, feels a deep obligation to exert its utmost influence in behalf of Soil Conservation. Our Farm Department is *concentrating* its efforts in that direction. The results are already visible, and we predict that *farmers in every State in the U. S. will soon be following Agricultural Experts' advice, as featured and dramatized by the 50,000-watt voice of WHO.*

Consequently, Mr. Advertiser—when you use WHO, you participate in the enormous goodwill that results, all over "Iowa Plus", including the 1,930 prosperous cities and towns in WHO's primary daytime area. Write us or ask Free & Peters for availabilities.

WHO

+ *for* Iowa PLUS +

Des Moines . . . 50,000 Watts

B. J. Palmer, *Pres.* **J. O. Maland, *Mgr.***

FREE & PETERS, Inc., *National Representatives*

State Dept. Plans Shortwave Foundation

Proposed Group Principally Civilians

CREATION of an International Broadcasting Foundation of 15 members, mostly civilians, but including the Secretary of State, with financing by Government, will be proposed to Congress by State Dept. it was learned last week. Officials of World Wide Broadcasting Foundation, Boston (WRUL), charged State Dept. official threatened them with termination of license June 30 unless they "cooperate" by permitting Government to operate World Wide's shortwave transmitters.

STATE DEPT. PLANS to recommend that Congress create an International Broadcasting Foundation to control all shortwave broadcasting from the U. S. were revealed last week at executive hearings of a Senate Appropriations subcommittee, it became known Thursday with release of the hearing record.

The proposed Foundation would be composed of 15 members, largely of civilians—probably licensees of the country's shortwave outlets—with the Secretary of State as a member. Funds would be provided by the Government.

At the same time officials of the World Wide Broadcasting Foundation, licensee of WRUL Boston and four other stations, charged that a State Dept. official threatened that the FCC would not renew World Wide's licenses July 1 unless the Foundation "cooperates" by assigning all of its time to the Government.

Amendment Written

As a result of the hearings, called at the request of Sen. Wallace H. White Jr. (R-Me.), Minority Leader, the Senate Appropriations Committee wrote into the State, Justice and Commerce 1947 appropriations bill (HR-6056), an amendment providing that the State Dept. may purchase no more than 75% of the effective broadcasting time of any shortwave outlet, without consent of the licensee.

The committee also recommended restoration to the State Dept.'s Office of International Information & Cultural Affairs, more than $9,000,000 cut off by the House [CLOSED CIRCUIT, June 17].

The State Dept. and FCC plan to oppose the amendment when the appropriations bill reaches conference, it was learned.

A State Dept. spokesman said that no opportunity was given the Government to appear at the closed session Monday, at which officials of World Wide Broadcasting Foundation testified. The amendment would interfere with and impede the Department's proposed interim program pending Congressional action on the foundation, he added.

An operational problem presents itself, it was explained, in that all of the shortwave frequencies used by the U. S. have been pooled to be used at the discretion of the State Dept. The spokesman pointed out that since all of the pooled frequencies are utilized by the Government there would be none available for private operation.

This view was shared by FCC officials who said that no international shortwave frequencies are available, under the "pool" plan, for private operation. Should Congress adopt the proposed amendment, confusion would result, they said.

Under a long-range international shortwave broadcasting plan there would be a dearth of channels, the spokesman said, inasmuch as only 114 frequencies are available for shortwave broadcasting under international treaties, while 34 nations are beaming shortwave broadcasts to all parts of the world.

Dearth of Channels

Walter S. Lemmon, president; Dr. Harlow Shapley, board chairman, and Frank W. Wozencraft, counsel, of World Wide, told the Senate subcommittee that Tom Bracken, OIC legal adviser, threatened that if World Wide "did not cooperate with the Department of State we would not have access to our wave lengths after June 30."

All international shortwave licenses, which have been automatically renewed by FCC during the war, expire on June 30. All licensees except World Wide have signed contracts for State Dept. operation of their shortwave stations until June 30, 1947. World Wide filed application for renewal of its licenses Thursday.

Mr. Lemmon said he and Dr. Shapley offered to cooperate with the State Dept. but wanted to retain about six hours daily to resume the *World Radio University*, which was interrupted in November 1942 when the Government seized WRUL and its sister transmitters. Messrs. Shapley and Lemmon said they refused to renew a fulltime contract with the State Dept. They offered all but six hours.

Dr. Shapley testified: "Attorney Bracken said that the State Dept. wanted full control of all the shortwave stations until such time as Congress should decide what it wanted to do with respect to the proposed International Broadcasting Foundation. That is the new one. That is the Government corporation.

"Mr. Bracken pointed out that such a Foundation would be largely made up of civilians, and the Secretary of State, supported by Government funds." Dr. Shapley said he pointed out to Mr. Bracken that there was no reasonable point in asking that the important "free-voice international work of the World Wide Broadcasting Foundation" should be held up until Congress again "reaffirmed the basic principle of the freedom of speech."

Will Be Delayed

Mr. Bracken said it might be December or January before Congress could take care of the "proposed new broadcasting foundation," said Dr. Shapley, "and therefore that an extension of the contract for a year of 24-hour-a-day control was desired by the Department of State."

Dr. Shapley charged that Mr. Bracken said "World Wide would have no licenses on July 1. He said if we did not cooperate with the Department of State we would not have access to our wave lengths after June 30. He reiterated this point," continued Dr. Shapley.

Mr. Bracken denied to BROADCASTING that he made any threats.

(*Continued on page 89*)

WINS Hearing Airs Equipment Deal

$400,000 Credit Clause In Sale Debated Before FCC

WILL THE FCC approve an agreement between The Crosley Corp. (WLW) and Hearst Radio Inc. providing for a credit of $400,000 to be taken out in transmitting equipment, if and when manufactured, in connection with the sale of WINS New York for $2,100,000?

This was the principal question raised last Wednesday and Thursday before the FCC en banc during oral arguments on the Commission's proposed decision to deny transfer of the station to Crosley. The denial was based on a previous agreement calling for a cash price of $1,700,000, plus $400,000 in the form of time to Hearst for *Daily Mirror* newscasts over a period of 10 years.

Shouse Questioned

In presenting a new purchase agreement to meet the Commission's objections to the transfer of the station, James D. Shouse, vice president of Crosley in charge of broadcasting, was subjected to more than five hours of questioning, principally by Comrs. Durr, Jett, Wakefield, Acting Chairman Denny, and Commission counsel.

Mr. Shouse agreed with Chairman Denny's observation that the agreement, in effect, waives the $400,000 credit given Hearst for time while retaining the credit for equipment and that Hearst agrees to cooperate in furnishing local news to Crosley.

"What happens if you don't go into the manufacturing business?" asked Comr. Jett.

"That is a gamble the Hearst company is willing to take," Mr. Shouse replied. "The likelihood is against it."

"What is the consideration for that $400,000?" asked Benedict P. Cottone, new general counsel of the Commission.

"It will eliminate one of the objections in the Commission's proposed decision," said Mr. Shouse.

Comr. Durr wanted to know if the $400,000 credit for "if and when" equipment is not actually an allowance for local news "cooperation." Mr. Shouse thought the $400,000 could "theoretically" be paid to Hearst.

When Comr. Durr asked what was involved in that portion of the new agreement which calls for "cooperation" in providing local news, Mr. Shouse said: "It's a matter of exchanging favors."

The possible relationship between the $400,000 credit for equipment to be manufactured and the new provision calling for local news cooperation was brought up by Chairman Denny. In view of the news provision, he asked, is not the $400,000 credit "significant?"

William J. Dempsey, counsel for Crosley, explained that the said price for the station is $1,700,000 in cash, plus $400,000 in credit for equipment if and when it is manufactured by Crosley.

Nebulous, Says Durr

Comr. Durr also pondered on the "consideration" involved for the $400,000 credit. "This all seems to be in a very nebulous form," he said, "as to how much service the newspaper (Hearst) will give you and what the responsibilities are if they don't give it to you."

When Mr. Shouse pointed out that WLW has a "working arrangement" with the *Cincinnati Enquirer*, Comr. Durr interceded: "But we're concerned here with a specific contract—or a contract."

Comr. Walker asked if the contract was "something in the nature of a gentleman's agreement."

"That's right," Mr. Shouse replied.

"Does Crosley have any plans to manufacture transmitting equipment?" asked Comr. Durr.

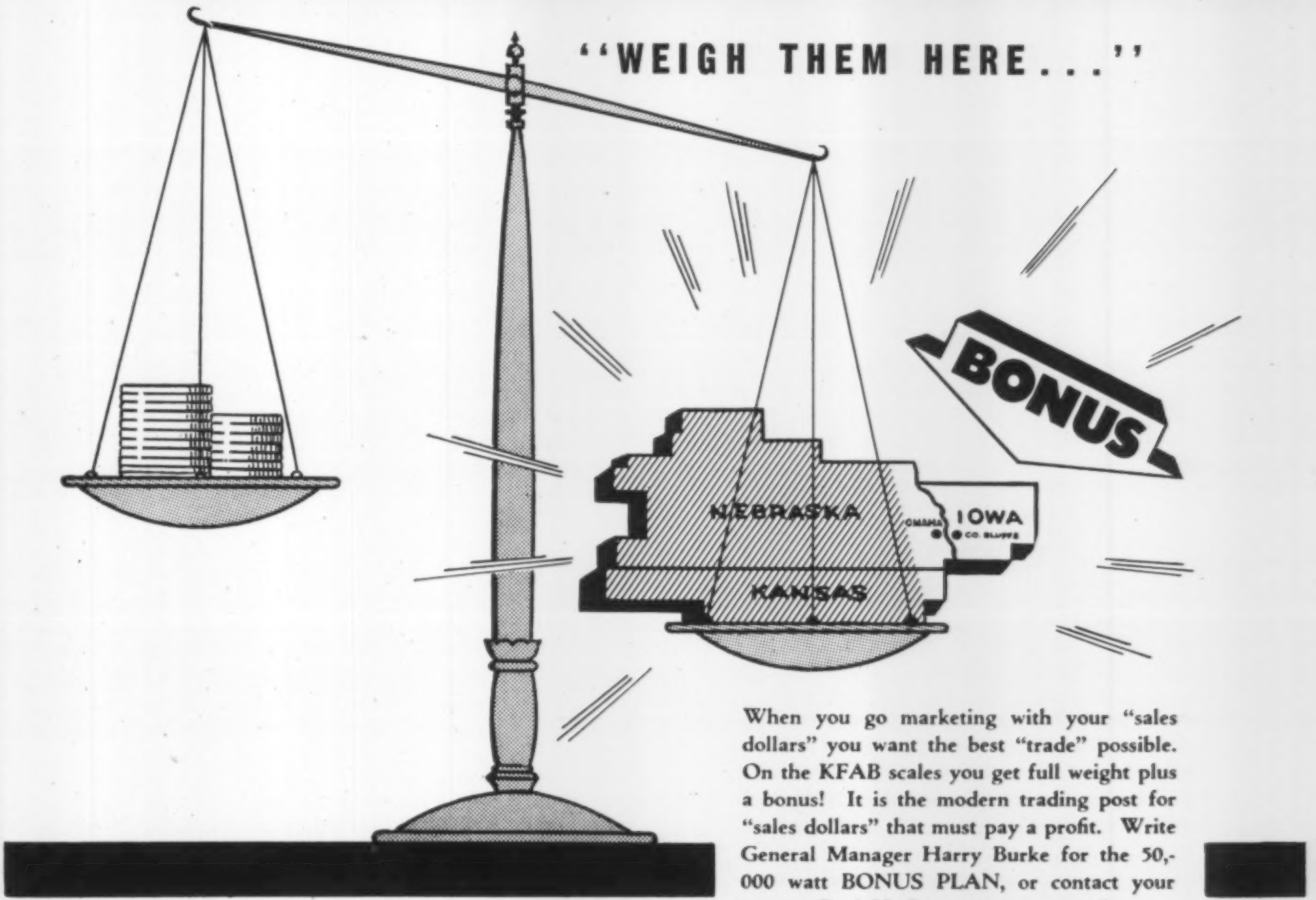
"We do not," he said, adding that Crosley may produce equipment for its own use.

Pressed further by Comr. Durr, Mr. Shouse said that if Crosley were to manufacture equipment as a result of an order it received by

(*Continued on page 88*)

MARKETING YOUR SALES DOLLARS?

"WEIGH THEM HERE..."



When you go marketing with your "sales dollars" you want the best "trade" possible. On the KFAB scales you get full weight plus a bonus! It is the modern trading post for "sales dollars" that must pay a profit. Write General Manager Harry Burke for the 50,000 watt BONUS PLAN, or contact your nearest Paul H. Raymer representative.

50,000 WATTS NOW UNDER CONSTRUCTION

The **ONLY** *Basic* **CBS** *Station in Nebraska*

KFAB

HARRY BURKE, *General Manager*

Represented by PAUL H. RAYMER CO.

THE BIG FARMER STATION

OMAHA 1110 KC - 10,000 WATTS **LINCOLN**

Amazing WTAG Leadership Nighttime and Daytime

WTAG listening interest is positively amazing. The latest Hooper ratings show that the first 15 nighttime programs in the big and prosperous Worcester* market of 500,000 are heard over WTAG. Furthermore, in the 30 top rated nighttime programs, WTAG leads in 29, and 13 of the next 15 are heard over WTAG too. The daytime index is comparably high. Among the first 10, WTAG leads in nine, and in the second 10, this station leads in six. For advertisers WTAG brings quick and lasting results.

** Per capita retail sales in Worcester increased 11% in 1945 to a new all-time high of $777. The U. S. average was $550.*

NIGHTTIME
FIRST FIFTEEN

1.	Dr. Christian	38.4	WTAG	9.	Jack Carson	30.6	WTAG
2.	Mayor of the Town	35.5	WTAG	10.	Bob Hawk	30.3	WTAG
3.	Lux Radio Theatre	34.8	WTAG	11.	Big Town	28.7	WTAG
4.	6 PM News (local)	32.5	WTAG	12.	Blondie	27.6	WTAG
5.	Vox Pop	32.4	WTAG	13.	Theatre of Romance	27.3	WTAG
6.	Joan Davis	31.9	WTAG	14.	Ellery Queen	27.2	WTAG
7.	Aldrich Family	31.2	WTAG	15.	Mr. Keen	26.8	WTAG
8.	F. B. I. in Peace and War	30.7	WTAG				

NIGHTTIME
SECOND FIFTEEN

1.	Fannie Brice	26.3	WTAG	9.	Sports Mike (local)	23.5	WTAG
2.	Andre Kostelanetz	26.1	WTAG	10.	Hit Parade	23.4	WTAG
3.	Frank Sinatra	24.9	WTAG	11.	..............................*	23.3	Station D
4.	Dick Haymes	24.6	WTAG	12.	Crime Doctor	22.9	WTAG
5.	Suspense	24.4	WTAG	13.	Ginny Simms	22.8	WTAG
6.	Leslie Moore Views (local)	23.9	WTAG	14.	First Nighter	22.8	WTAG
7.	Request Performance	23.9	WTAG	15.	American Melody Hour	21.6	WTAG
8.	Kate Smith Sings	23.6	WTAG				

* A Ventriloquist Program

DAYTIME
FIRST TEN

1.	1 PM News (local)	26.0	WTAG	6.	Ma Perkins	18.6	WTAG
2.	Romance of Helen Trent	22.6	WTAG	7.	Big Sister	16.7	WTAG
3.	Our Gal Sunday	20.7	WTAG	8.	..............................*	16.2	Station C
4.	Kate Smith Speaks	19.6	WTAG	9.	Aunt Jenny	15.7	WTAG
5.	Did You Know (local)	19.1	WTAG	10.	Young Dr. Malone	11.9	WTAG

* A Money Give Away Show

PAUL H. RAYMER CO. *National Sales Representatives*
WTAG WTAG-FM WORCESTER
AFFILIATED WITH THE WORCESTER TELEGRAM-GAZETTE
580 KC
5000 Watts
BASIC CBS

Detroit Stations Fill Breach As Tornado Causes Damage

ALL DETROIT broadcast stations joined in a combined public service effort when a tornado struck outlying areas of the city Monday evening and then caused loss of life and damage in Windsor, Ont.

Coming at a time many employes had gone for the day, stations quickly rounded up personnel for the flood relief activities.

No serious damage was caused to station property and most outlets were able to stay on the air with only minor interruptions. Remote crews sent to Windsor for on-the-scene pickups were handicapped by lack of power but brought back stories of the damage and suffering. In some cases they were able to join relief workers.

The tornado missed the WJR transmitter at Trenton, a few miles west of its path. Heavy winds and lightning were troublesome but not serious. A remote crew with truck and gasoline generator got to Windsor when customs officials waived regulations. John Denman, newsman, and Keith Kinney and Sidney Brechner, engineers, looked over the scene and abandoned all ideas of broadcasting to join relief workers.

Red Cross officials sent them to a spot where high-tension wires were being spliced under flashlights. The WJR truck provided floodlights for the job, remaining until daybreak. Mr. Denman went back to the studios with a report for the 8 a.m. CBS news roundup. Mayor Arthur Reaume, of Windsor, cited WJR for its assistance.

Jim Eberly, of WWJ, with two engineers, Ed Boyes and Ten Pennebaker, took remote equipment to River Rouge and transcribed interviews. At Windsor they were handicapped by lack of power. Transcribed material was edited and put on the air after they returned to the studio. The programs were repeated Tuesday night, with other newsmen adding material.

Candlelight Notes

On this program was Jim Van Kuren, of CKLW, who the night before had broadcast from a dark studio, reading scrawled notes with the aid of a candle. After the broadcast two calls were received offering homes to victims. WWJ, CKLW and the *Detroit News* cooperated in soliciting clothing, food and shelter.

WWJ was knocked off the air three times, totaling a little over a minute. The station was kept on the air 58 minutes with an emergency gasoline generator.

WXYZ provided a number of flood programs and fed a pickup to ABC at 10 Monday night, as well as other special newscasts. Its wire recorder was not available, being used for primary election programs in the State. The station was on the air continuously and suffered no property damage.

Complete coverage of tornado damage was given by WJLB, though the station had difficulty in the hours immediately following the storm in getting on-the-spot broadcast material. Extra newscasts were added Tuesday to cover results of damage. The station was not damaged.

Station property of CKLW was not seriously damaged, the station remaining on the air with emergency power until lines were restored. Relief agencies used the station to summon assistance. Candles were used for illumination and batteries were pressed into service for various station functions.

NAB PROGRAM BODY TO MEET JULY 1-2

CHARTING of the new program department to be set up within the NAB to strengthen industry standards will be started July 1-2 by the new NAB Program Executives Committee, formed under direction of the board of directors. Meeting, originally scheduled June 24-25, will be held at the Drake Hotel, Chicago.

NAB President Justin Miller, returning to Washington after several weeks on the West Coast, will preside at the first committee meeting. First business will be election of a committee chairman. Operational and policy details of the department will be worked out. Funds for a program were provided by the NAB board at its May meeting.

Committee members are Edgar L. Bill, WMBD Peoria; I. R. Lounsberry, WGR Buffalo; E. R. Vadeboncoeur, WSYR Syracuse; Herb Plambeck, WHO Des Moines; H. W. Slavick, WMC Memphis; Arthur B. Church, KMBC Kansas City; Merle S. Jones, WOL Washington; Stanley Hubbard, KSTP St. Paul; Glenn Snyder, WLS Chicago; Davidson Taylor, CBS; Phillips Carlin, MBS; Clarence L. Menser, NBC.

The Shortest Route
To Results in
This Area Is Via
CHNS
HALIFAX NOVA SCOTIA
Maritimes Busiest Station
Contact
JOS. WEED & CO.
350 Madison Ave., New York
5000 WATTS
SOON!

MORE FACTS MAKE MORE SALES

STATIONS SERVED BY
The KATZ AGENCY

North and Midwest

WCOP	ABC	BOSTON
WCFL	ABC	CHICAGO
WKRC	CBS	CINCINNATI
KRNT	ABC	DES MOINES
WFBM	CBS	INDIANAPOLIS
WFEA	CBS	MANCHESTER
WISN	CBS	MILWAUKEE
WHOM		NEW YORK
WFIL	ABC	PHILADELPHIA
WCAE	ABC	PITTSBURGH
WFCI	ABC	PROVIDENCE-PAWTUCKET
WTAD	CBS	QUINCY, ILL.
WSPD	NBC	TOLEDO
WOL	MBS	WASHINGTON, D. C.
WMT	CBS	WATERLOO-CEDAR RAPIDS
WNAX	ABC	YANKTON-SIOUX CITY
THE NEW ENGLAND GROUP		

South

WGST	CBS	ATLANTA
WWNC	CBS	ASHEVILLE
KLRA	CBS	LITTLE ROCK
WMAZ	CBS	MACON
WREC	CBS	MEMPHIS
WSIX	ABC	NASHVILLE
WWL	CBS	NEW ORLEANS
WKY	NBC	OKLAHOMA CITY
WDAE	CBS	TAMPA
WTOC	CBS	SAVANNAH

West

KLZ	CBS	DENVER
KUTA	ABC	SALT LAKE CITY
KHQ	NBC	SPOKANE
KGHL	NBC	BILLINGS, MONT.
KVOR	CBS	COLORADO SPRINGS
KGU	NBC	HONOLULU, T. H.

The KATZ AGENCY, INC.

STATION REPRESENTATIVES

New York • Chicago • Detroit • Kansas City • Atlanta
San Francisco • Los Angeles • Dallas

MEET MR. BOICE

As new General Manager of Radio Station WEMP, Hugh Boice brings with him a wealth of radio, advertising and cultural background. He was born in La Grange, Illinois, 35 years ago. Graduate of Princeton, Class '33; Benton & Bowles Agency; Free & Peters, National Radio Representatives; Sales Manager WMBD, Peoria, represents his experience in the diversified field of broadcasting.

WEMP *Milwaukee*

AMERICAN BROADCASTING COMPANY

HUGH K. BOICE, JR.
General Manager

HOWARD H. WILSON CO.
National Representative

McDonald Says Video Cannot Flourish on Advertising Alone

ADVERTISING alone cannot cover high production costs of television, E. F. McDonald Jr., Zenith Radio Corp. president, writes in the current *Collier's* weekly. Consequently the public will have to pay for its video programs, he says, and television will not become a reality in our lives, despite its advanced scientific progress, until the industry has devised a sound plan to finance its development.

Mr. McDonald

Commander McDonald contends that those who say that advertising will pay the cost are "televisionaries." If it is to be popular, he says, television must produce dramas as costly as Hollywood movies. He reminds that the entire production of new movies averages only about two hours of film per day, with the public paying five times as much for movies as the advertiser pays for maintaining the entire radio industry.

Three Methods

Three methods of obtaining box office revenue from the television public are offered: First, pipe programs via telephone wires, with subscribers paying a fee at the end of each month; second, use "pig squeal" interference and rent erasers to set owners; third, scramble signals and rent unscramblers to television set owners.

Recalling that television has been unsuccessfully launched as a commercial reality at least four times in 15 years, Commander McDonald says: "Television is at once a science, an art form, and a business. As a science its development has been marked by brilliant achievement. Technically it has been acceptable for many years. The recent development of high-definition full-color television has lifted it to a far higher state of technical excellence than that enjoyed by radio during its years of greatest expansion. So far as purely scientific development is concerned, there is no barrier to television's expanding at a rate comparable to radio.

"Unfortunately, the economic or business side of television, and as a result the artistic side as well, have been sadly neglected. Because it is possible to send pictures through the air by radio waves, there has been an overwhelming tendency to think of television as just another form of radio, and to assume that its problems are identical with those of radio."

Analyzing economic factors of radio and television, he said: "Radio has succeeded with its present commercial setup because it is cheap, but there is no indication that television will be the same. The eye is much more fickle than the ear.

"But television, to hold interest at all, must present such superlative quality that it will draw the viewer from all other activity with never an inattentive pause.

"Television enthusiasts talk in terms of five or more stations per city. If there were five stations in one city, the cost of providing each with hours of daily entertainment produced to motion picture standards would be $2,700,000,000 per year. This is more than American business spends on every form of advertising combined."

Commander McDonald reminds that his company operates W9XZV, television station that has been on the air "with a continuous schedule of programs using modern transmission standards longer than any other television transmitter in the country".

Full color television is about to come from this transmitter, he said. Zenith is not manufacturing black-and-white receivers for present bands because the sets will be obsolete in a year or two, he added. Company executives and engineers will view color service on Zenith experimental sets, he said, but they will not be placed on the market "until we are reasonably sure that television is on as sound a basis artistically and economically as it is technically."

Doubleday Video Aid

PLANS for close cooperation with television producers, stations, agencies and sponsors have been developed by Doubleday & Co. Inc., New York book publishers. Useful literary material and promotional tie-ups are being made available for telecasts by the publishing firm, after clearance of rights has been completed.

PHILADELPHIA'S No. 1 *Station*

FOR PROMOTION!
CAR CARDS · 24 SHEETS
NEWSPAPER ADS
DIRECT MAIL

10,000 Watts WIBG

REPRESENTED: Nationally by Adam J. Young, Inc.
In New York by Joseph Lang, 31 W. 47th Street

THE F. C. C. BLUE BOOK

One hundred and thirty-nine mimeographed pages in a blue paper binding. . . . "The Public Service Responsibility of Broadcast Licensees."

What is it — an indictment or an opportunity?

Let us choose to make of it an opportunity, but, if it be an indictment broadcasters may safely leave its fate to the greatest jury in the world, the American pople, whose judgment can be trusted. Let us now reaffirm our faith in American broadcasting as it is and as it can be under the free enterprise system, unhampered and unfettered by program censorship of any kind except that of honest decency which competent broadcasters themselves willingly impose.

Furthermore, let us honestly admit that there is much in American broadcasting of today that has been justly criticised and which is in need of change or improvement.

Let us change and improve, not by governmental decree or censorship, but through a continuation of radio's natural growth, inspired and directed by the listening public whose wishes are commands to broadcasters operating under the free enterprise system.

Let us remember that broadcasting *"of the people, by the people, for the people . . ." can be preserved only so long as the freedom to present is equal with the freedom to listen.*

RADIO STATION KVOO

OKLAHOMA'S GREATEST STATION
TULSA, 50,000 WATTS — NBC
EDWARD PETRY AND CO., INC., NATIONAL REPRESENTATIVE

News Is the Station's Responsibility

Feature Stories Can Add Extra Appeal To Newscasts

By JOHN CAMERON SWAYZE

NBC Western Division Manager of News and Special Events Department, Hollywood

THE BIG STORIES are still serious these days but, oddly enough, a good bit of this piece is about the features that make up the brighter side of the news—stories which are sometimes overlooked by radio reporters.

Actually, they're great bets. They help balance the broadcast, often top heavy with critical lead stories. Looking ahead, when the sock headlines of today begin to fade, the wholesome, interesting yarns of American life will grab more space, and programs which have consistently been using these good bright features will be in a favorable spot. For them, the transition will be an easy and gradual switchover, calculated to hold listeners instead of lose them.

Actually, that should be fundamental. But when you twirl the dial and catch news programs on which the broadcaster rakes up divorces, penny ante crime and even distasteful stories of sex and suicide to fill out his time, it makes you think that perhaps the fundamentals have escaped some of the newsboys of the air.

Many stations have news every hour. Big news doesn't break fast enough to keep pace with this sixty-minute deadline. Unless watched carefully, the newsman's quest for material may lead to use of stories of low interest value and questionable taste. Better to baldly repeat what there is than to try to hop up the broadcast with items that are new only because they were too poor to have been used earlier. "Look to the features" is pretty solid policy for the on-the-hour boys with only a five-minute stint, as well as for the fifteen-minute standard size news broadcast.

Aside From Good Sense

Aside from the practical good sense in using entertaining items on the bright side in preference to cheap sensationalism, there is another angle. That's the broadcaster's responsibility to the listener.

BEFORE joining NBC Western Division as manager of news and special events department, John Cameron Swayze was on the news staff of KMBC Kansas City, from 1940 - 1945. For nine years previously he served on the *Kansas City Journal* as reporter and feature editor.

Mr. Swayze

He was an active Kansas City committee man serving with many groups aiming at community improvement. In recognition of his career and community service, Mr. Swayze has been honored with the Legion of Honor presented to former DeMolay members who have distinguished themselves.

The use of lively features isn't any innovation. The war had scarcely ended when the press associations were calling on their bureaus for all they could dig up and reporting an excellent reception from newspaper clients. They're just as good on the air.

For example, take the intriguing chronicle from St. Petersburg, Fla., about a man named Charlie Granderson who lost his clothing to a burglar who cleaned out the closet at his rooming house abode. Mr. Granderson was irked and decided to move. After some searching he found a place to his liking. It had just been vacated and the proprietor, apparently a plain spoken chap, explained the former occupant had been collared by the cops for stealing a watch.

Charlie took the room. He opened the closet, and there was his clothing, just awaiting his arrival. The late occupant had not only stolen a watch; he was the guy who had pinched Charlie's clothing!

Of course, not all the yarns have quite as Bob-Ripley-like an ending as that one, but they have the same basic interest of daily happenings in American settings from coast to coast.

Extra Sparkle

I'm a strong advocate of bright news for broadcasts, but not all of the perfectly wonderful stories that come over the wires or originate in your own backyard carry a smile with them. Take the one about Otis Surratt who, four days before last Christmas, was struck by a train. Mr. Surratt was married and had 12 children, one of whom was with him at the time of the accident. Surratt was thinking of them as the ambulance crew picked him up for a rush to the hospital. He turned to his 12-year-old son, who sat beside the stretcher. He handed him something.

"Here is thirty dollars," he said, his voice strong for a moment. "I want you to buy everyone in the family a Christmas present."

Then he died.

I belong to the old-fashioned school that thinks the heart of a broadcast is the news itself and

(*Continued on page 50*)

Saluting... KBIX

A top-ranking agricultural market—KBIX is the station folks in this area listen to! Spinach, peas, beans, cotton, corn, potatoes, cattle, and poultry are a few of the industries which bring over 25 million dollars annual retail sales to Muskogee, alone! KBIX—an Oklahoma Network affiliate—is the only station located in the 3rd city, 3rd market in Oklahoma.

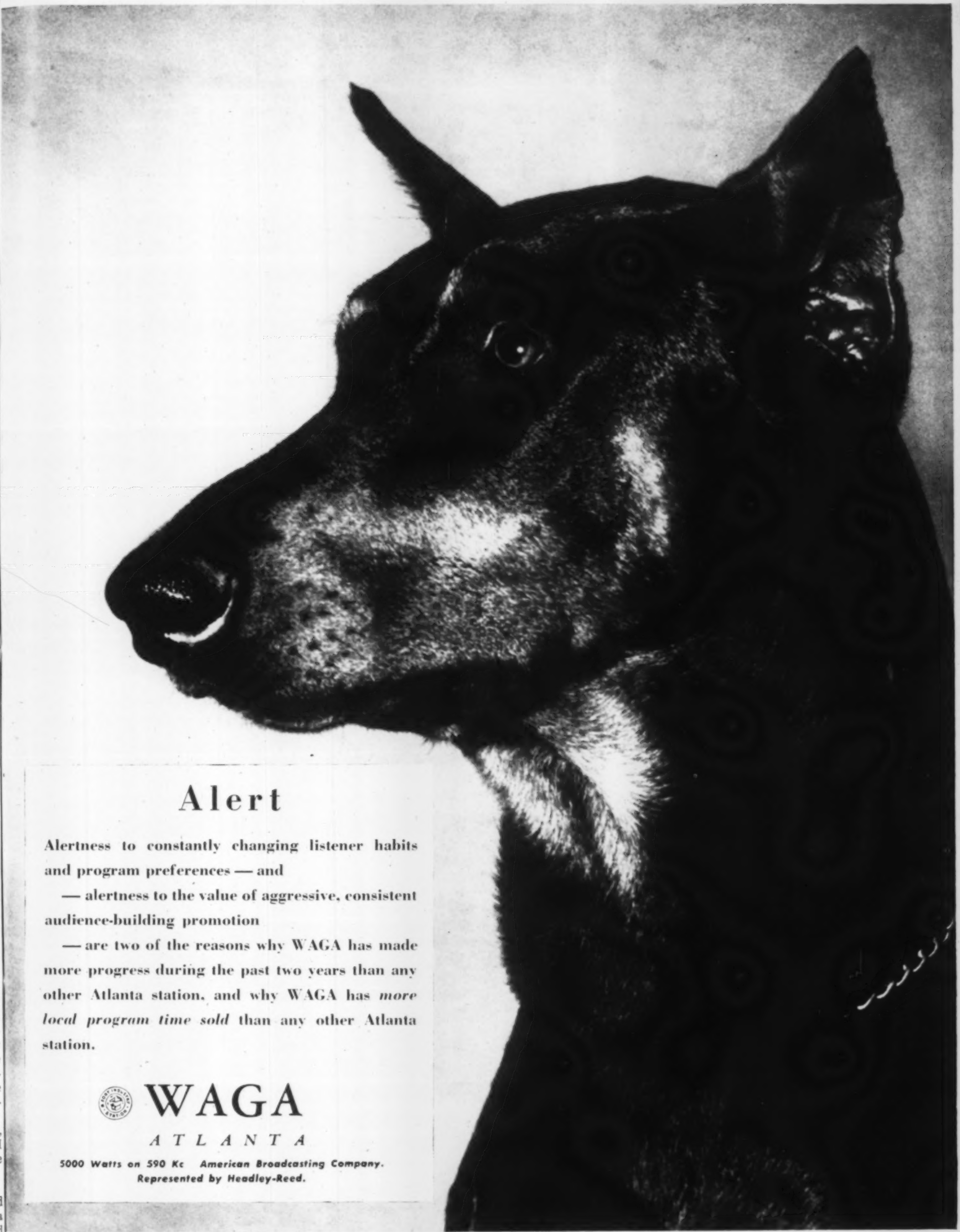
We at T.H.S. say, "Fit KBIX into your radio schedule NOW for outstanding results!"

COLORADO
KANSAS
MISSOURI
ARKANSAS
TENN.
OKLAHOMA
NEW MEXICO
T·H·S
MISS.
LOUISIANA
TEXAS

TAYLOR-HOWE-SNOWDEN RADIOLAND

THE GREAT MIDDLE WEST AND SOUTHWEST

TAYLOR-HOWE-SNOWDEN *Radio Sales*



Alert

Alertness to constantly changing listener habits and program preferences — and

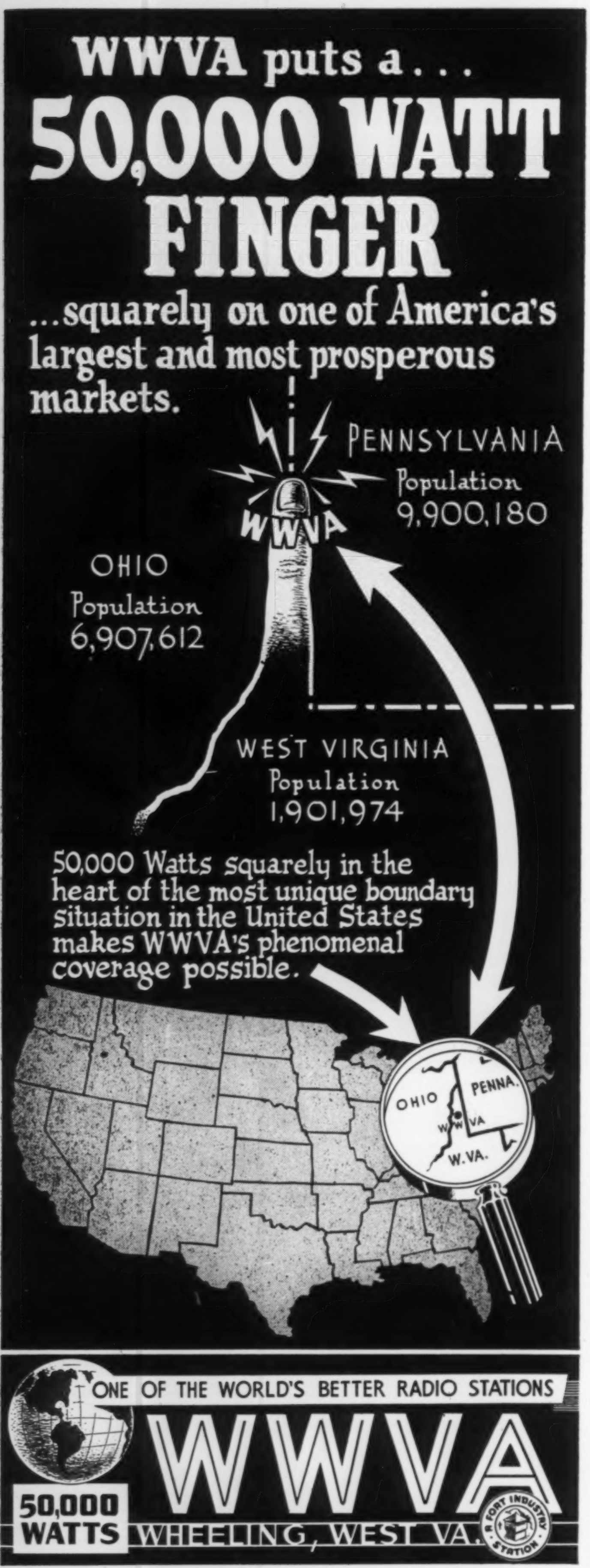
— alertness to the value of aggressive, consistent audience-building promotion

— are two of the reasons why WAGA has made more progress during the past two years than any other Atlanta station, and why WAGA has *more local program time sold* than any other Atlanta station.

WAGA

ATLANTA

5000 Watts on 590 Kc American Broadcasting Company.
Represented by Headley-Reed.


WWVA puts a . . .
50,000 WATT FINGER
. . . squarely on one of America's largest and most prosperous markets.
PENNSYLVANIA Population 9,900,180
WWVA
OHIO Population 6,907,612
WEST VIRGINIA Population 1,901,974
50,000 Watts squarely in the heart of the most unique boundary situation in the United States makes WWVA's phenomenal coverage possible.
OHIO
PENNA.
WWVA
W. VA.
ONE OF THE WORLD'S BETTER RADIO STATIONS
WWVA
50,000 WATTS
WHEELING, WEST VA.
A FORT INDUSTRY STATION

Treasury Reveals Broadcast Salaries

LaRoche Tops Net Executives; Crosby Leads Talent

SALARIES of more than a dozen executives in radio and affiliated industries for 1944 are revealed in a list published by the Secretary of the Treasury. The list shows amounts paid to officers and employes in the form of salary, commission, bonus or other compensation for personal service if the amount exceeds $75,000.

John Blair, head of the representative organization bearing his name, had an income of $91,554 consisting of $12,000 salary, $1,000 commission and $78,554 bonus. Eugene F. McDonald Jr., president of Zenith Radio Corp., had an income of $85,000 for the year ended April 30, 1945, consisting of $55,000 salary, $30,000 bonus.

C. H. Campbell, of the Tribune Co., Chicago, had a total income of $80,786. L. H. Rose of the same company had an income of $111,068. Henry P. Martin Jr., of the Register and Tribune Co., Des Moines, had an income of $77,379 of which $6,573 was salary and $70,876 bonus. A. L. Lee, D'Arcy Adv. Co., St. Louis, was paid a salary of $126,197. Joseph Pulitzer, of Pulitzer Publishing Co., St. Louis, was paid $184,889, of which $100,000 was salary and $84,889 bonus.

LaRoche Tops Nets

Chester LaRoche, former vice chairman of Blue Network Co., received $85,000 in 1944 of which $75,000 was salary and $10,000 bonus. Niles Trammell, NBC president, received $84,200 consisting of $70,000 salary, $14,000 bonus and $200 "other." W. S. Gifford, AT&T, was paid $210,150 with $206,250 in salary and $3,900 in other payments. C. P. Cooper, same company, received $101,399, salary totaling $99,999 and other payments $1,400.

Walter Winchell, Hearst Corp., was paid $62,400 in salary and $34,841 bonus, totaling $97,241. Bing Crosby received $192,944 in salary from Paramount Pictures. R. C. Cosgrove, Crosley Corp., was paid $50,000 salary and $39,999 bonus, a total of $89,999.

News Clinic Moved

GOV. MON WALLGREN will entertain broadcasters attending the Washington State Radio News Clinic to be held in Olympia June 27 under auspices of the NAB. Place of the meeting has been changed from the Olympian Hotel to the Senate conference room in the Capitol. Oregon news clinic will be held June 25 at the Benson Hotel, Portland. Arthur C. Stringer, NAB director of special services, will attend both clinics.

DESIGNED to bring listeners up to date on the week's developments, CBS June 16 started a series of half-hour programs, "Weekly News Review," Sun. 2:30-3 p. m.

On this site
WILL BE CONSTRUCTED
The Deseret News-KUTA
G.I. HOUSE
See ABOUT IT HERE
Read ABOUT IT in your Deseret News
Hear ABOUT IT OVER KUTA-570 on your dial

HOUSE PROJECT for a returned veteran is officially launched by KUTA Salt Lake City and *The Deseret News*. Here Jack Burnett, commercial manager of KUTA, holds the props while Theron Liddle, city editor of *The Deseret News* drives home the final nail on the site sign.

Two Mystery Programs Tied for Writers Award

TIE AWARDS for the best radio mystery program will be received June 26 by *Mr. and Mrs. North* of NBC and the *Ellery Queen Show* on CBS when the stars of each program will pay visits to each other on their respective programs. Presented by Howard Haycraft, critic and historian of detective fiction and chairman of the awards committee of the Mystery Writers of America, the prizes will be awarded to the Norths on the *Ellery Queen Show*, 7:30-8 p.m., and to Mr. Queen on the North show, 8-8:30 p.m.

Andrew Jergens Co., Cincinnati, sponsors *Mr. and Mrs. North* on NBC, Wednesdays, 8-8:30 p.m. through Lennen & Mitchell, New York, and Anacin Co., New York, sponsors *Ellery Queen* on CBS, Wednesdays, 7:30-8 p.m. through Ruthrauff & Ryan, New York.

KERO to NBC

KERO Bakersfield, Calif., June 23 joined the NBC as the network's 158th affiliate. Operating with 250 w on 1230 kc, station is owned by J. E. Rodman.

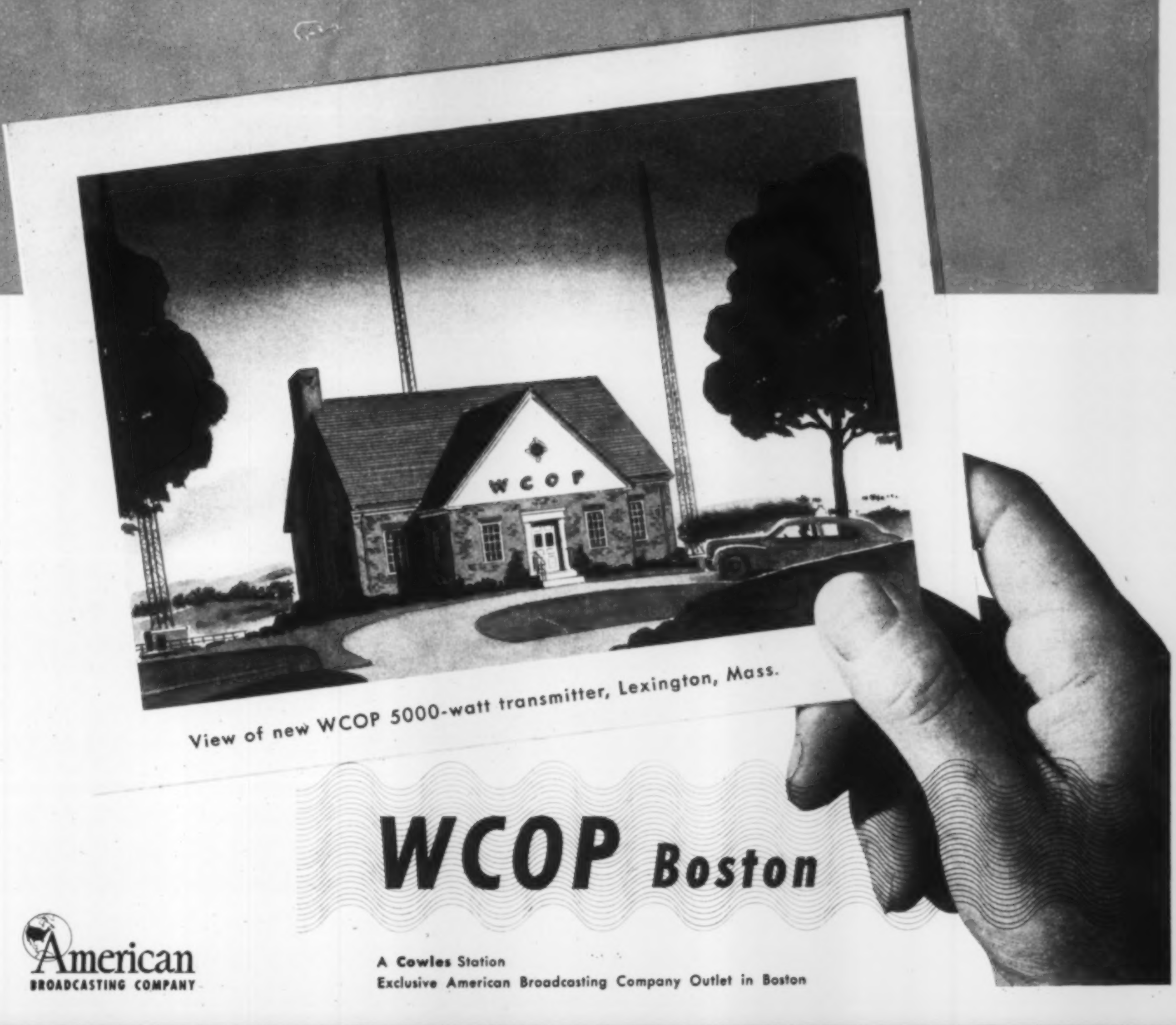
MORE ABOUT RATINGS
in Portland, Maine
by **WCSH** *users*
Portia Faces Life
17.6
(Portland Hooper)
7.4
(National Rating)
Ask any Weed & Company man about the "ratings" station.
WCSH

WCOP WITH 5000 WATTS

Now reaches the entire Metropolitan Boston area —a market of 3,000,000 people

With new programs, promotions, wide-awake merchandising, *plus new power,* WCOP is Boston's most progressive station.

Ride WCOP's new signal into the third richest market in America. For availabilities write, wire or phone WCOP, Boston, or any Katz office.



View of new WCOP 5000-watt transmitter, Lexington, Mass.

WCOP Boston

American
BROADCASTING COMPANY

A **Cowles** Station
Exclusive American Broadcasting Company Outlet in Boston

NO NBC TIME OPEN FOR MADDY MUSIC

IN ANSWER to a letter from Dr. Joseph E. Maddy, founder and director of the National Music Camp at Interlochen, Mich., suggesting resumption of NBC broadcasts from the music camp, Dr. James R. Angell, NBC public service counselor, replied that the NBC summer schedule was filled up.

The camp broadcast was banned in 1942 by James C. Petrillo, president of American Federation of Musicians, but on May 31 Dr. Maddy wrote to NBC suggesting the broadcasts again "now that the Lea bill has broken Mr. Petrillo's control over the broadcasting industry."

Although Mr. Angell refused to comment further he said in his letter to Dr. Maddy dated June 12, "We are naturally very sympathetic with the problem that you have been facing and with the development of the music camp at Interlochen. As our schedules are now set up for the summer, we do not see how we could fit in such a program as you have in mind. I trust you will be able to find other satisfactory avenues through which your interesting bands and orchestras can be heard on the air."

THE KOKOMO DISPLAY SHOW, sponsored by WKMO Kokomo, Ind., as a non-profit, public interest feature, completed a three-day run at the Kokomo Armory before a total audience of over 15,000 people. WKMO presented a stage production each evening as well as three of their own featured broadcasts. WKMO staff members responsible for the project's success were (l to r): George Palmer, chief engineer; Chet Berhman, program director; Fred Campbell, announcer; William Randolph, news editor; John Carl Jeffrey, general manager; Frank Gregory, director of promotion; and Sid Collins, announcer. Joe Jordan, sportscaster, who also participated, is not pictured.

METAL WORKERS
means dollars for
the NASHVILLE market

Metal products, from heavy steel to lawn furniture, add to the 85 million dollars worth of industrial products made each year in the Nashville area. A wide variety of well-established factories employ thousands and help make this one of the nation's most stable market areas. . . . Over one million people and retail sales of more than 356 million dollars yearly make a rich sales territory for your quality product. Get into this buying market with a message broadcast economically by WSIX.

WSIX gives you all three:
Market, Coverage, Economy

5,000 WATTS
980 K. C.

National Representative
THE KATZ AGENCY, INC.

WSIX
The Voice of Tennessee's Capital City
NASHVILLE TENNESSEE

AMERICAN and MUTUAL

Radio Week Group Selected by RMA

Subcommittee to Draft Plans At July Chicago Meeting

CELEBRATION of National Radio Week in 1946, endorsed at the recent meeting of the Radio Manufacturers' Assn. in Chicago [BROADCASTING, June 17], has been placed by RMA in the hands of a subcommittee which will draft proposals for the event, likely to become a permanent institution.

Head of the RMA subcommittee, which will work in collaboration with the NAB, is John Gilligan, Philco Corp. Other members are W. B. McGill, Westinghouse Radio Stations Inc.; L. E. Pettit, GE, and George Faurie, Westinghouse Electric Corp.

Tentative plans for the event will be considered by the subcommittee at a meeting to be held July 16, slated for Chicago.

Last year's week was arranged jointly by RMA and NAB as a windup to radio's 25th anniversary. NAB was consulted about the 1946 project by Bond Geddes, RMA executive vice president and general manager, who conferred recently with A. D. Willard Jr., NAB executive vice president

Mr. Willard felt the industry would be eager to cooperate but indicated final decision would rest with the NAB board, which meets Aug. 6-8 at Estes Park, Col. While NAB made no commitment, the idea was advanced that a liaison group might be named to work with the RMA subcommittee pending action at the Colorado meeting.

Convention Activities

RMA has undertaken several promotion projects on the basis of action at its June 12-14 convention in Chicago. A subcommittee was named to prepare a code of industry advertising ethics and reemphasize Federal Trade Commission fair trade practice rules for the set industry. S. D. Mahon, Crosley Corp., is chairman of a subcommittee in charge of the project. Other members are Mr. Gilligan; John West, RCA; Stanley Manson, Stromberg-Carlson Co.

A third subcommittee was appointed to draft a promotion program to encourage use of radios in furnished room displays and other projects. Chairman is E. R. Taylor, Zenith Radio Corp. Other members are Seymour Mintz, Admiral Corp.; Victor A. Irvine, Galvin Mfg. Corp.

The three subcommittees were appointed by John S. Garceau, Farnsworth Television & Radio Corp., who is chairman of the RMA Advertising Committee.

CLEAN knockout was scored on June 15 broadcast of Borden Co. "County Fair" show on CBS when Mr. and Mrs. Joseph Francis Dorsey burst through the eight foot tall paper bag and won a $1,150 prize. For 23 weeks contestants had been unable to fight their way out of the paper bag and every week prize was increased by $50. A veteran of three years service. Joseph Dorsey and his bride of one week were honeymooning in New York.

Confidence...

... in a medium adds potency to the sales message of its advertisers. Upon that tenet, WWJ's leadership in Detroit is based. Through its pioneering, public service programs and promotional policies for more than a quarter of a century, WWJ has won the confidence of its vast audience. Faith in the station has given force to its voice! It has made WWJ a powerful selling medium in a market of millions . . . *fourth largest in America!*

Your sales message on WWJ is enhanced by the prestige achieved through 25 years of progressive broadcasting service.

AMERICA'S PIONEER BROADCASTING STATION—*First in Detroit*

National Representatives: ***THE GEORGE P. HOLLINGBERY COMPANY***

WWJ

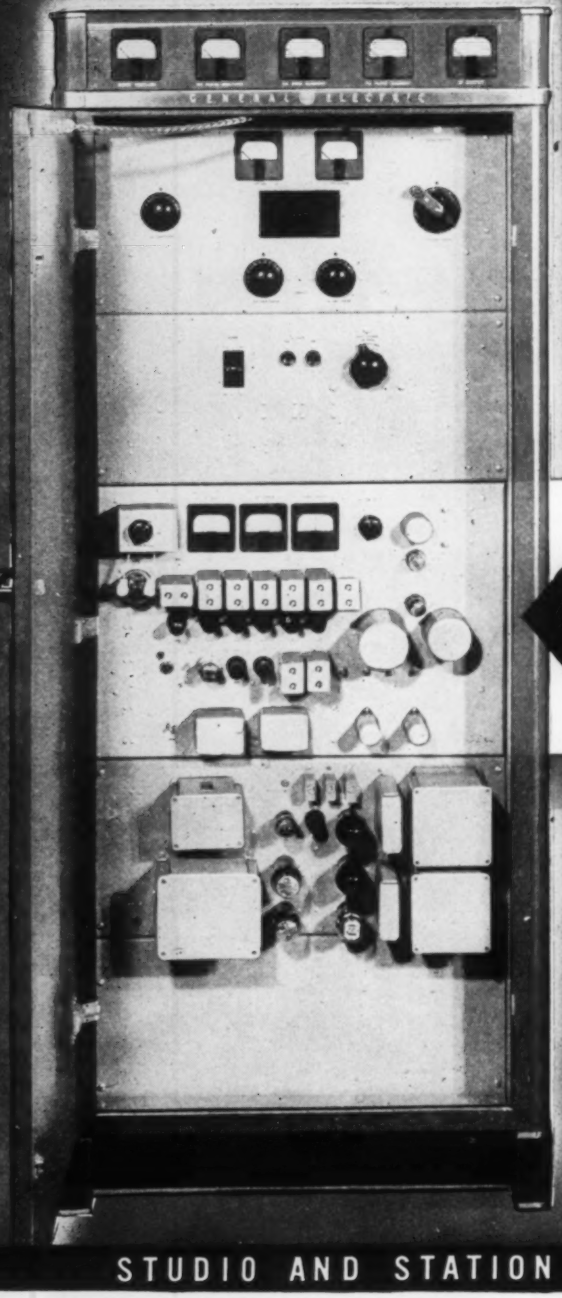
950 KILOCYCLES
5000 WATTS

NBC Basic Network
Associate FM Station WENA

OWNED AND OPERATED BY **THE DETROIT NEWS**

New GE 250 WATT

THE TRANSMITTER



THE NEW G-E PHASITRON MODULATOR

This is the *simple* all-electronic modulation system which uses only 10 receiving-type tubes. The heart of this system is the G-E Phasitron. This tube, with its wide phase shift, allows a frequency multiplication of only 432 to produce a ± 75-kc swing at the output frequency. Frequency conversions are unnecessary, thereby eliminating spurious responses. Important, too, is direct single-crystal control—*independent of modulation.*

Have you placed yo

STUDIO AND STATION EQUIPMENT • TRANSMITTERS

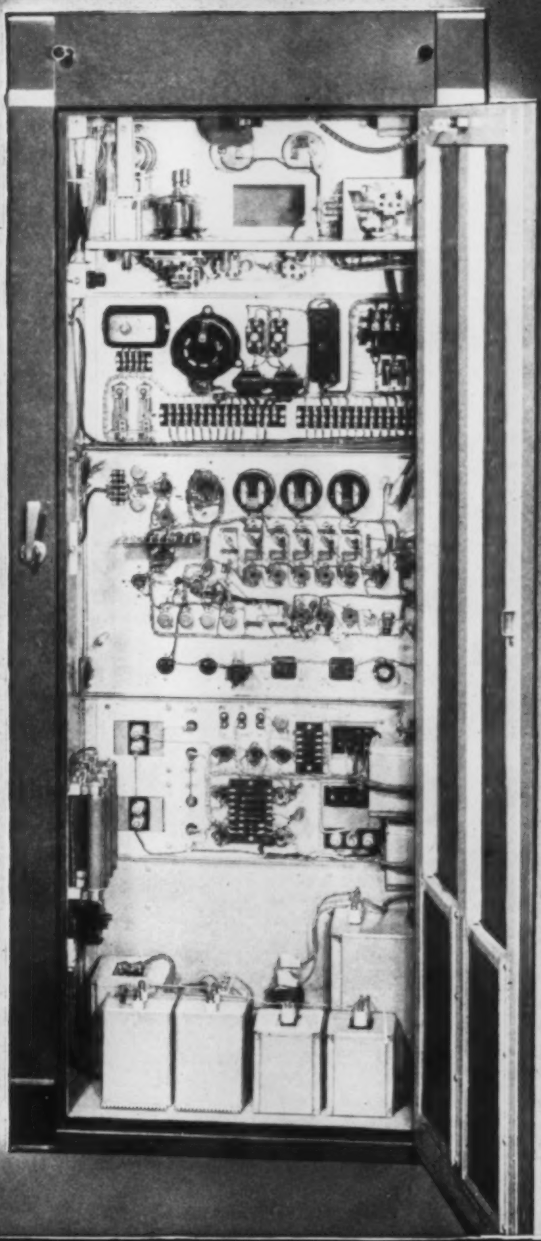
GENERAL ELECTRIC

160-E6-6914

FIRST AND GREATEST NAME IN ELECTRONICS

FM TRANSMITTER

WITH THE *PHASITRON* CIRCUIT



- ***Simple Design***

  Only 9 r-f circuits and 10 r-f tubes from crystal to output frequency. Direct crystal control with *one* crystal. Minimum number of components and controls.

- ***Easy-to-Get-At***

  Vertical chassis construction. Full-length front and rear doors. Plenty of room to work in.

- ***Basic Unit For Any Power***

  Your transmitter today—your exciter tomorrow. Allows increase in power with no equipment obsolescence. Simplified inter-unit connections.

- ***Lower Price***

your order yet?

For information on this outstanding transmitter and the complete line of G-E FM broadcast equipment, call your G-E broadcast sales engineer, or write: *Electronics Department, General Electric Company, Syracuse 1, N. Y.*

ANTENNAS • ELECTRONIC TUBES • HOME RECEIVERS

FM • TELEVISION • AM *See G.E. for all three!*

Let Workman work for you over WFBL's

"Musical Clock"

in Syracuse, N. Y.

The best selling radio show in Central New York is WFBL's "Musical Clock"... now in its tenth successful year.

Dick Workman

Blonde, handsome, talented Dick Workman is the local vocal "heart-throb" to thousands of women in Central New York. When he sings . . . they listen . . . and when they listen they get a real selling message that activates sales.

Dick is one of the stars on the "Musical Clock" . . . a local, live talent show featuring a top-notch, eight-piece band, a sparkling M.C., accurate news, time and weather reports every morning from 7 to 9.

For rates, availabilities, and case histories (like Philco, Dairylea, Bond Clothes and others), write or wire any Free & Peters office or

CBS

WFBL
Syracuse, N.Y.

TEN YEAR MEN with CBS *Lux Radio Theatre* are (gift bearing, l to r) Charlie Forsyth, soundman; Sandy Barnett, writer, and Louis Silvers, musical director. Honoring them (l to r) are Cornwell Jackson, vice-president of J. Walter Thompson Co.; William Keighley, *Lux Radio Theatre* producer; Olivia de Haviland and John Lund who costarred in radio version of "And Now Tomorrow."

Listener Objects to Liberties Taken By Radio in Covering Rail Strike Crisis

EDITOR, BROADCASTING:

Subj.: Broadcasting license (not the FCC kind.)

You may recall that when you were in school and found errors in poetry or prose that the teacher told you it was permissible since it came under the heading of "poetic license". I note, after yesterday's coverage of the railroad strike, there has grown a definite trend to poetic license in the on-the-spot coverage of news events, which for a better name I choose to call "broadcasting license".

(Let me add here that I was a broadcast engineer for twelve years prior to going on active duty with the Navy, during which time I listened to a lot of on-the-scene broadcasts of news events.)

Yesterday, sensing a big news event in the making, I was at the Union Station here in Washington some 20 minutes before the 4 p.m., deadline for the strike. Through a lucky break a friend of mine was along with a small battery type portable radio with which we were able to listen to the different radio stations broadcasting from a point less than fifty feet from us. What we heard over the radio, and what we saw and heard with our own eyes and ears were two entirely different stories.

Origination Point

The broadcasters (although they said they were in the Main concourse) were set up at the end of track 16. They were separated from the rest of the public by a wide patch left for the mail trucks and also the large barrier forming the gates. In order to make the set-up complete, here is some more background:

People Described

The departure of the New York-bound trains was advanced to 3:50 p.m.; 3:55 p.m. and 3:58 p.m., hence at 4 p.m. only one train was loading, with the next one not scheduled out for some time. The concourse, because of the departure of the New York trains, was not at all crowded, in fact, it was very light.

Then, when the broadcasts were going on, we learned that it was "jammed with several thousand people awaiting the chance to board a train". I quickly started to count, and aside of a small crowd of less than fifty waiting for the 4:30 train, plus about a hundred waiting for the Southern train, I would say there were less than a thousand, and probably well less than 500 people in the concourse at the time. How did the broadcaster know? He was at a point where he could only see a small percentage of the area.

Another thing—he stated that when the word of the truce was passed over the loudspeakers that the crowd broke into a cheer. Actually what they heard was more of a sigh, and rather conservative at that.

I heard over Mutual similar coverage from other points, and while I was not there, I wonder if it was ballyhooed as much as it was here in Washington. (Mutual was not alone here, either.)

The point I am trying to make is this—if we are to do on-the-spot broadcasts, let us keep them factual instead of trying to give them the "Orson Welles Man From Mars" touch. In times like this, when tension is high, the reporter should call the facts as he sees them, and if he cannot see them, like in this case, keep his mouth shut. In this particular case, there was probably a large crowd there in the concourse when he went through there about 3:45 and passed through the gate to track 17, but he overlooked the fact that three loaded trains pulled out before he went on the air.

Let us keep news events factual and truthful. Otherwise, radio could easily lay itself wide open to criticism from either side of a controversy that it was biased towards the other side.

Lester Harlow,
Arlington, Va.

May 19, 1946

BOB HOPE JACK CARSON
ALAN YOUNG

These great comedians have given a lift to the CJOR schedule this past season. They are only three of the great shows released by CJOR through the CBC-Dominion Network . . . shows that make CJOR the NETWORK STATION WITH THE BIG AUDIENCE in British Columbia. Those NEW 5000 WATTS of power help along, too!

Represented by: H. N. Stovin (Canada)
Adam Young Jr. (U.S.A.)

OUR 20th YEAR
5000 Watts, 600 K.C.

*CJOR
VANCOUVER B.C.
CBC-DOMINION NETWORK

Cut yourself
a piece of
New England Pie

A *piece?* It's hard to believe, but *three-quarters* of the pie is rich and ripe and ready for you.

By which we mean that New England produces but one-quarter of its day-to-day necessities. The other 75% must come from outside sources. And the best slices of this market will go to alert advertisers.

If you have flour or fruit, tea or coffee, candy or batteries (or any one of a thousand other commodities).. you'll find New England ready to hear your story. Tell it now.. over the station that covers New England like spring sunshine!

That station is WBZ!

Backed by NBC programs, WBZ is Metropolitan Boston's leading station. Powered by 50,000 watts, its voice penetrates all six New England States. NBC Spot Sales can tell you of availabilities on WBZ and its Springfield companion, WBZA.

WBZ BOSTON

WBZA SPRINGFIELD

WESTINGHOUSE RADIO STATIONS Inc

KDKA • WOWO • KEX
KYW • WBZ • WBZA

•

Represented nationally by NBC Spot Sales — Except KEX

KEX represented nationally by Paul H. Raymer Co.

CBS STARS ARE ALWAYS SHINING OVER *Eastern Iowa* VIA **WMT**

WHY, DADDY- do more people Listen to WMT?

BABY SNOOKS

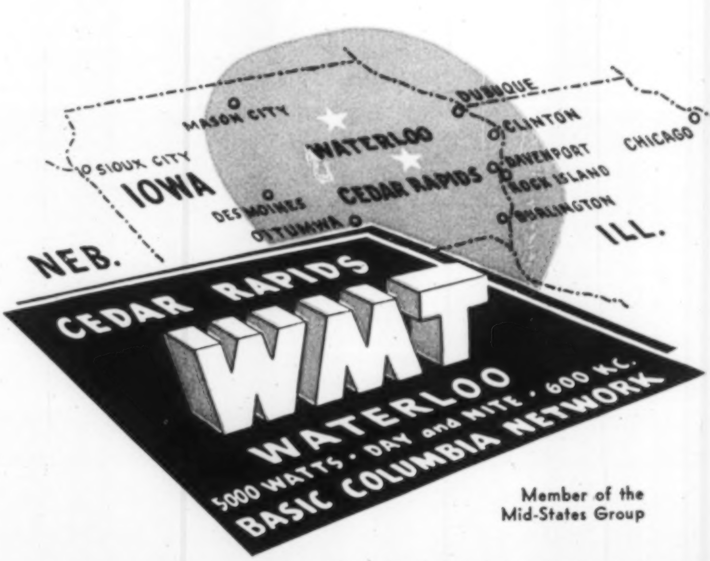
is another CBS-Reason-Why

WMT Gives you Complete Coverage of Eastern Iowa

WMT only . . . and only WMT brings those good CBS programs to the 1,200,000 folks within our 2.5 MV line! This is the largest population coverage of any Iowa station. Such popularity must be deserved . . . whether our listeners swoon with Sinatra, delight with Durante or get fanatical about Fanny . . . their No. 1 station is your No. 1 buy in the best market of a great state at the lowest rate per radio family.

WMT's story is a big one to tell—an important one to hear.

Contact Your KATZ AGENCY at Once!


MASON CITY
DUBUQUE
CLINTON
CHICAGO
SIOUX CITY
WATERLOO
DAVENPORT
ROCK ISLAND
IOWA
CEDAR RAPIDS
DES MOINES
BURLINGTON
OTTUMWA
NEB.
ILL.
CEDAR RAPIDS
WMT
WATERLOO
5000 WATTS . DAY and NITE . 600 K.C.
BASIC COLUMBIA NETWORK

Member of the
Mid-States Group

CBS Labor Poll Result Undecided

Validity of 23 Challenged Ballots to Determine

IT WILL take approximately three weeks for a decision to be handed down on the 23 challenged ballots which may or may not be deciding factor as to whether CBS white collar workers will be affiliated with the United Office & Professional Workers of America [BROADCASTING, June 17].

Procedure is for the regional labor relations board, in this case Meyer Reines, NLRB field examiner, to investigate the challenged ballots and send his report to the National Labor Relation Board which in turn decides which of those will be accepted or rejected.

If 9 votes of the 23 are accepted the UOPWA will represent the white collar workers. However, if the union does not get that amount for a majority, the NLRB will order a run-off election with UOPWA, IBEW and non-affiliation on the ballot. The IATSE, third union on the ballot, received but nine votes and therefore is out of the running.

Decision June 25

A decision will be made on June 25 on the 13 votes which were cast by television directors and assistants at the election on June 14 and were impounded by order of the NLRB. Ballots were impounded because William Collins, regional director for the American Federation of Labor, sent a request for freezing those votes to the NLRB for the "purpose of affording the American Federation of Labor an opportunity to effect a settlement of jurisdictional dispute between its two affiliates (Radio Director's Guild and International Alliance of Theatrical & Stage Employes) who are competing for designation as the statutory representatives of the employes in question."

Nevertheless the NLRB has designated that on June 25 the regional director of NLRB open and count the impounded ballots unless by that time IATSE or RDG shall have made proper disposition to the NLRB.

IN WESTERN COLORADO
it's
ONE STATION
ONE SIGNAL
« KFXJ »
GRAND JUNCTION
1000 W 920 K. C.
M. B. S.
Represented By
HOMER GRIFFITH CO.

WITH SPORTS last week reaching an all-high in listener interest, WGFM, Schenectady FM outlet, added its bit June 14-15 with a creep-by-creep account of the Turtle Derby in Central Park of that city. In addition, the event which is slated to be an annual affair, was televised by WRGB Schenectady. WGFM announcers were George Michael (l) and Burrel Smith.

FARNSWORTH RADIO CENTER DEVELOPING

DESIGNED to provide northeastern Indiana with television, FM and improved AM service, Farnsworth Television & Radio Corp. is nearing completion of its new all-purpose studios in Fort Wayne. According to Farnsworth President E. A. Nicholas, facilities for all three services will be the most complete and modern in the country.

Final completion of the Radio Center has been delayed by government building restrictions, according to Mr. Nicholas, and "final completion is dependent on the removal or alleviation of CPA restrictions."

WGL, Farnsworth AM station, is already operating some programs from the new quarters and has applied to the FCC for an increase in power from its present 250 w to 1 kw fulltime on 1250 kc to better its coverage.

FCC hearings on the company's FM application is scheduled for June 27 in Fort Wayne. If granted, Mr. Nicholas said, Farnsworth will build its own FM transmitter and be in operation by fall.

Mr. Nicholas also revealed that television transmitting and receiving equipment is being field tested in the Fort Wayne area after receipt in May of an experimental video license from the FCC. Call letters are W9XFT and present transmitter is atop the Farnsworth plant. Output now is 1 kw and expected to be boosted to 5 kw by July 1. Commercial license will be sought later.

B. R. Cummings, vice president in charge of engineering, is directing the development, installation and technical operation of equipment. Supervising operations of the Radio Center will be Capt. Pierre Boucheron, general manager of the Farnsworth broadcast division.

VETS IN NEW YORK FORM OWN AD GROUP

THE ASSN. of Veterans in Advertising, consisting of World War II advertising men and women, was formed June 13 at a meeting of 60 charter members at the Midston House, New York, where AVA is temporarily located with Veterans Guidance in Advertising and Selling Inc.

Membership will be composed of veterans of World War II in the New York area whose vocation is advertising or its related fields. Nucleus of the organization is taken from the thousand placed veterans of the Veterans Guidance in Advertising and Selling, Inc., and AVA has pledged itself to assist in the work of VGIAS and been accepted as the 29th participating organization of the group.

Officers elected are as follows: John W. Hamilton Jr., *Business Week*, New York, president; Horace E. Walsh, vice president; Bayard Patterson, secretary; and Samuel Wasserman, Kennedy Sinclair, New York, treasurer.

Elected to the board of governors were: Morton Gaffin, Best Foods, New York; Robert Koch, Morse International, New York; Emmett Dean, Better Business Bureau, New York; George Foley, Newell-Emmett, New York; and Robert Viano, an editor of *Pic* magazine, New York.

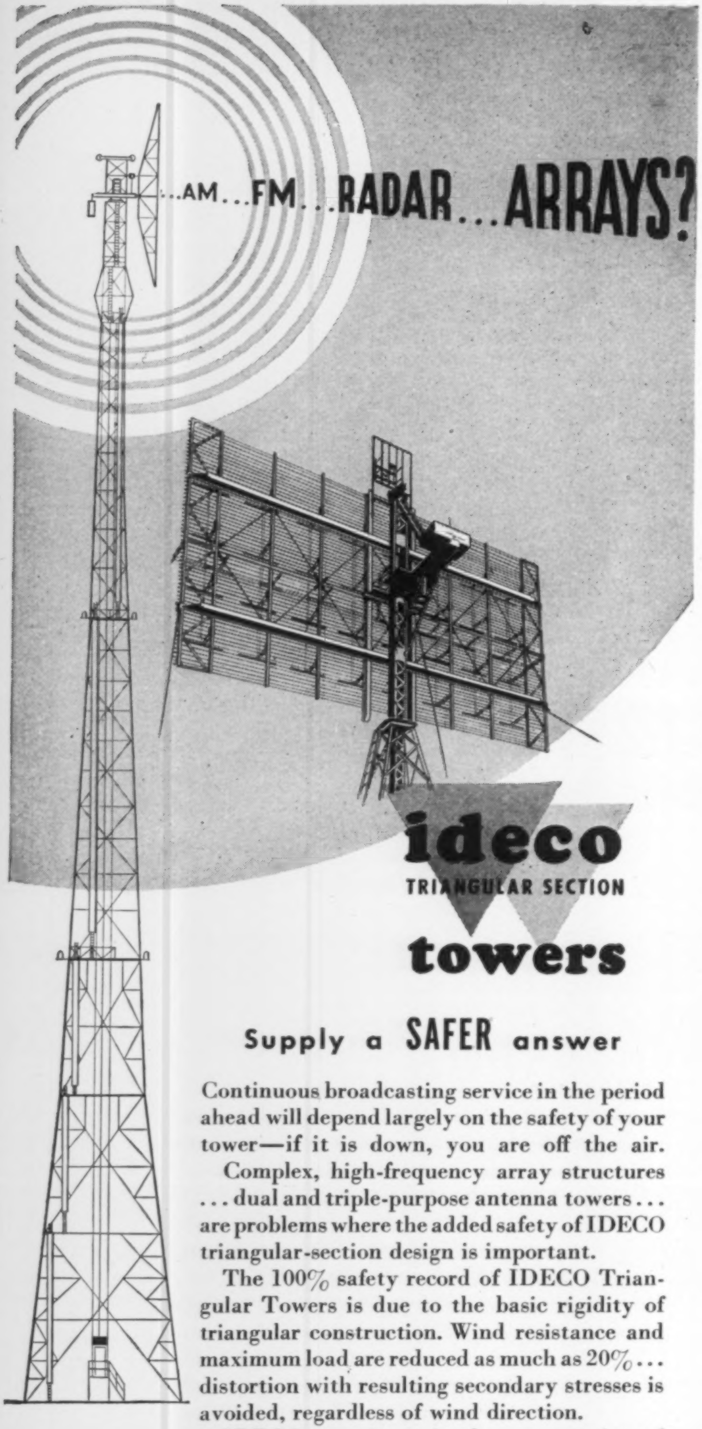
Committee chairmen appointed by Mr. Hamilton are: Tom DeHuff, Consolidated Edison Co., New York, membership; Al Blake, public relations; Walter Hendricks, RCA International, New York, finance; Powell Ensign, publicity department, NBC, New York, job promotion; David Ofner, Alco Gravure, Newark, housing; Don Button, Kerby Block Associates, New York, vocational guidance; Charles Brett, Richard Manville, New York, research; John Blazier, activities.

Reelection Campaigns Confront Wheeler, Lea

SEN. Burton K. Wheeler (D-Mont.), chairman of the Interstate Commerce Committee, in which radio legislation originates, returned to Montana last week to campaign for renomination in the July 16 primary. His opponent for the Democratic nomination is Leif Erickson, Montana attorney, New Dealer, and candidate of the CIO-PAC.

In the House, Chairman Clarence F. Lea (D-Calif.), of the Interstate & Foreign Commerce Committee, was assured reelection for the 16th time when both the Democratic and Republican parties nominated him at the California primary early this month. Mr. Lea began his Congressional service in 1917 and with exception of two terms has been nominated by both parties. He is author of the Lea Act, so-called anti-Petrillo bill.

SELL
#1 MARKET
●
Winston-Salem
Greensboro
High Point
In the South's
#1 STATE
●
NORTH CAROLINA
via
WSJS
Winston-Salem
NBC
for the
TRI-CITIES
●
Representing
HEADLEY REED CO.



Supply a SAFER answer

Continuous broadcasting service in the period ahead will depend largely on the safety of your tower—if it is down, you are off the air.

Complex, high-frequency array structures ... dual and triple-purpose antenna towers ... are problems where the added safety of IDECO triangular-section design is important.

The 100% safety record of IDECO Triangular Towers is due to the basic rigidity of triangular construction. Wind resistance and maximum load are reduced as much as 20% ... distortion with resulting secondary stresses is avoided, regardless of wind direction.

IDECO experience in the construction of antenna towers of all types, including structures for Army and Navy radar service, is available for the solution of your problems. IDECO Towers can be ordered from any of the principal manufacturers of broadcasting equipment or can be supplied direct. Write for descriptive bulletin RT-46.

INTERNATIONAL DERRICK & EQUIPMENT CO.

IDECO
ONE OF THE DRESSER INDUSTRIES

850 Michigan Avenue • Columbus 8, Ohio
Sales Offices:
New York • Washington, D. C. • Dallas • Houston
Tulsa • Los Angeles

New Veterans Adm. Series Is to Feature Capsule Editions of Top Network Shows

TOP TALENT will star in the Veterans Administration's new 13-week transcribed series, *Here's to Veterans*, to be distributed within a few weeks. Series is made up of 15-minute editions of leading nighttime network programs, transcribed especially for VA, and featuring messages to veterans on benefits, insurance, etc. in place of commercial announcements.

Programs used are: *Hit Parade*, Frank Sinatra, Kate Smith, Danny Kaye, *Great Moments in Music*, *Highways in Melody*, Hildegarde, Kay Kyser, *Saturday Night Serenade*, *Stairway to the Stars*, *Supper Club*, *Waltz Time* and Fred Waring. In addition there are guest stars on several of the shows, including Carmen Miranda, Gene Kelly, Lisbeth Scott, and others.

Collaborating sponsors who agreed to the use of their programs are: Liggett & Myers, American Tobacco Co., Brown & Williamson Tobacco Corp., Celanese, Cities Service, Philco, General Foods, Pet Milk, Chas. H. Phillips, Colgate-Palmolive-Peet, Peter Lorillard, and Pabst. Agencies are: Newell-Emmett; Foote, Cone & Belding; Anna Sosenko; Young & Rubicam; Hutchins; Kay-Ted; Gardner; Hummert; Ted Bates; Lennen & Mitchell; Warick & Legler.

Donation of talent services was approved by AFM and AFRA. Consent of the networks also was given, despite the fact that high Hooper programs of each network will be heard on rival network stations.

According to Joseph L. Brechner, radio service director of VA, and Charles E. Dillon, assistant director who supervised series and prepared the format, the package of 13 will be available to VA radio chiefs in Boston, New York, Philadelphia, Richmond, Atlanta, Dallas, St. Louis, Columbus, Chicago, Minneapolis, Denver, San Francisco and Seattle for distribution to stations.

Five hundred cuttings have been made of the series, and orders will be filled on a first request basis. Arrangements will be made to "bicycle" transcriptions to nearby outlets from stations carrying them, so that the fullest possible coverage may be obtained.

In New York the programs were transcribed in cooperation with the program producers under the direction of Don Weiss, radio chief of VA branch 2, and Lou Marks, of the VA's Washington staff. Dean McNealy, San Francisco radio chief for VA, handled transcription of the Hollywood shows. NBC transcription service did the cutting both in New York and Hollywood.

Initial arrangements with agencies and sponsors were made by Drew Dudley of the Office of Mobilization and Reconversion, and George Ludlum of the War Advertising Council, New York. Robert C. Coleson, Western representative of the Council, coordinated agency clearance in Hollywood.

Committee Will Help Safeguard Air Freedom

INDUSTRY movement to protect freedom of broadcasting and cooperate with other media and groups interested in preserving basic democratic rights, will be set in motion by the NAB when the first meeting of the new Freedom of Radio Committee is held July 17-18 at the Waldorf-Astoria, New York.

Committee personnel is representative of all segments of the industry and is not confined to NAB members. NAB President Justin Miller will attend.

The project originated at the NAB board meeting held in Los Angeles last January. At that time the board heard details as conceived by Edward M. Kirby, then public relations counsel to the association. His recommendation was adopted.

Back of the idea is the fostering of the American concept of radio in all parts of the globe as distinguished from state controlled radio. Radio itself would be used to promote American radio's story.

Committee members are: Niles Trammell, NBC; Mark Woods, ABC; Frank Stanton, CBS; Edgar Kobak, MBS; Eugene Carr, WPAY Portsmouth, O., small stations; Henry P. Johnston, WSGN Birmingham, medium stations; Harold Hough, WBAP Fort Worth, large stations; James W. Woodruff, WRBL Columbus, Ga., small market stations.

CKWX Airs Paper

CKWX Vancouver, B. C., daily is airing editions of the *Vancouver Daily Province*, whose International Typographical Union is on strike. CKWX broadcasts two daily newscasts for the paper, and two hours of news and features, including 15 minute review of the comics.

An All-Time Favorite

BESAME MUCHO

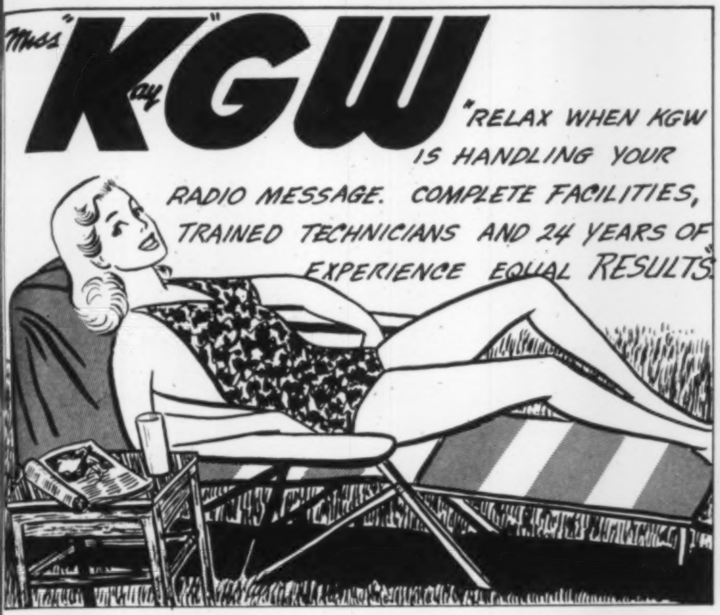
Published by
PEER INTERNATIONAL CORP.

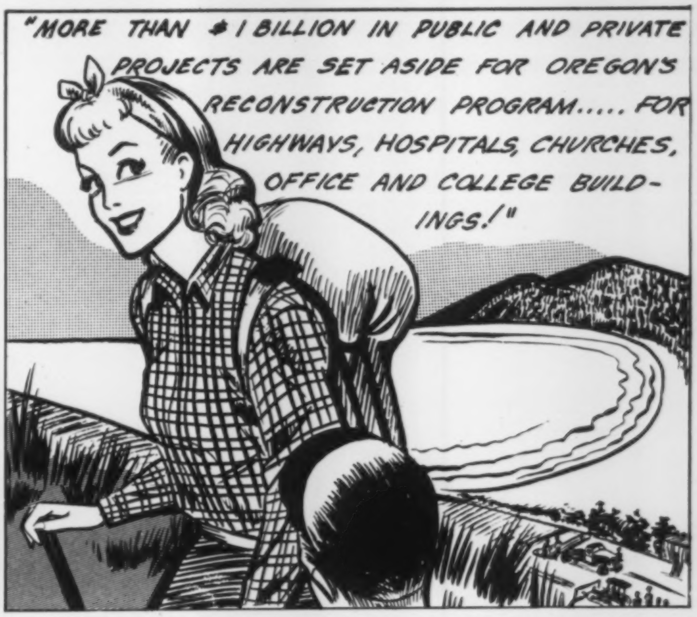
• • •

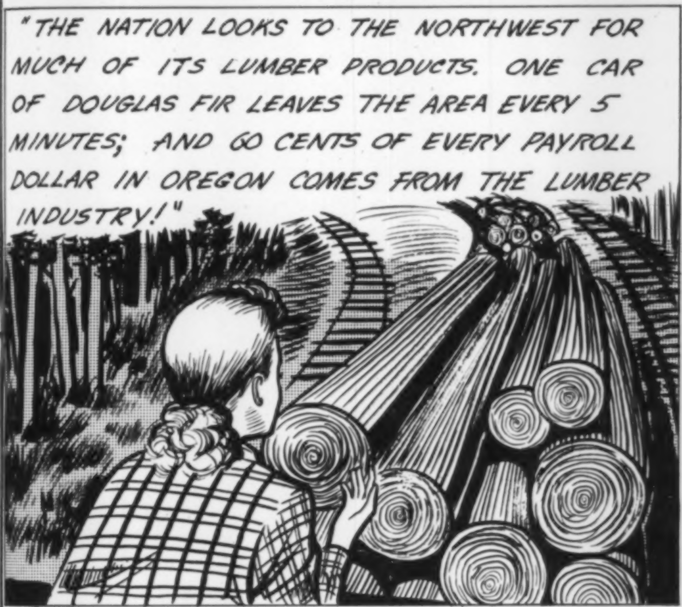
Performance Rights
Licensed Through

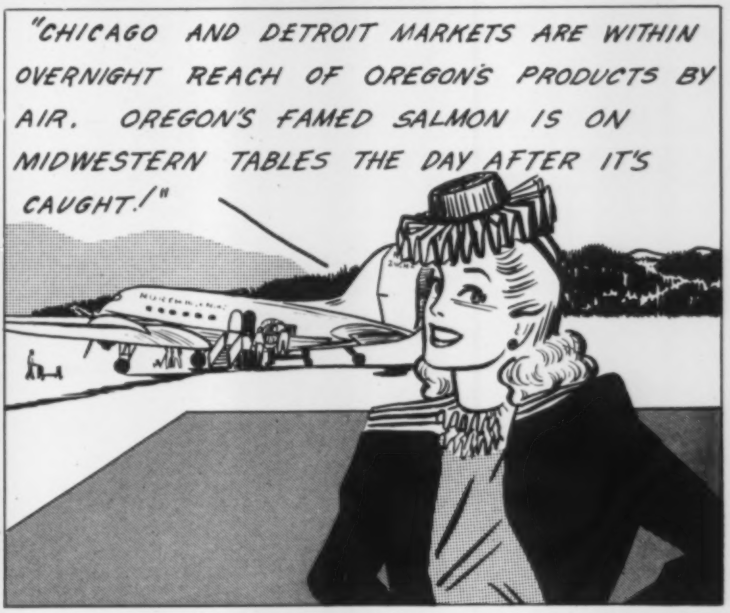
BMI

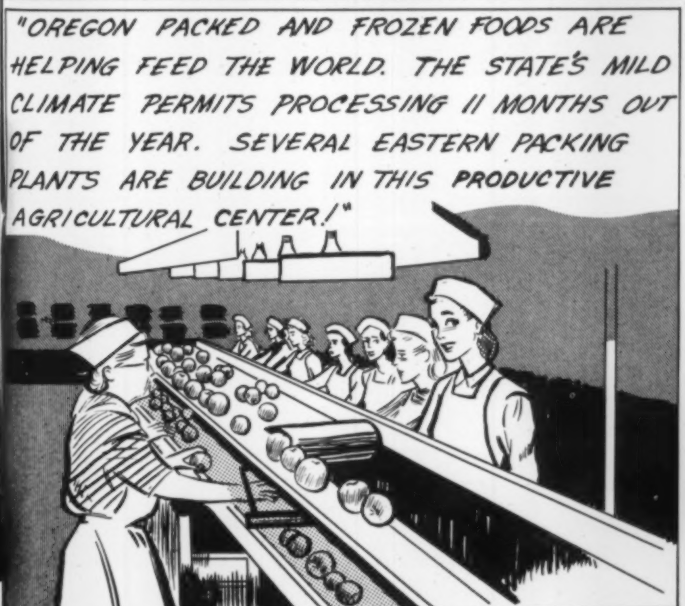
BROADCAST MUSIC, INC.
580 Fifth Ave., New York 19, N.Y.

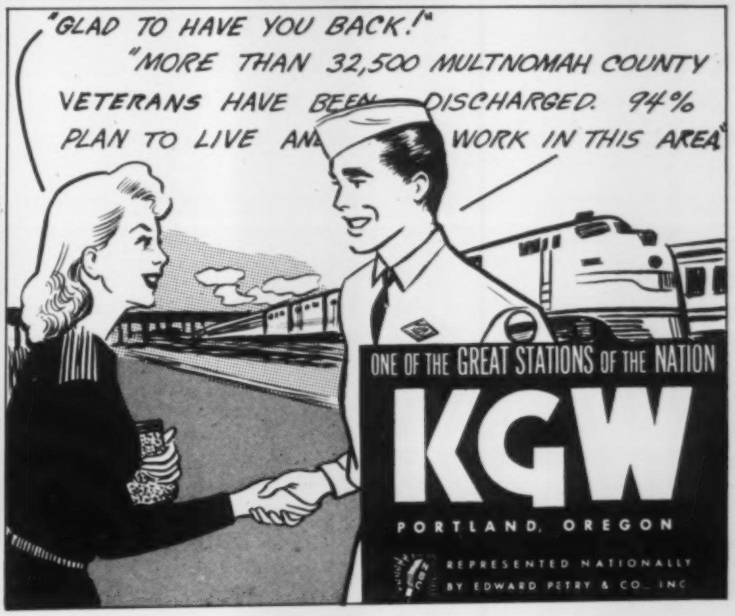

"Miss" KGW "ay"
"RELAX WHEN KGW IS HANDLING YOUR RADIO MESSAGE. COMPLETE FACILITIES, TRAINED TECHNICIANS AND 24 YEARS OF EXPERIENCE EQUAL RESULTS."


"MORE THAN $1 BILLION IN PUBLIC AND PRIVATE PROJECTS ARE SET ASIDE FOR OREGON'S RECONSTRUCTION PROGRAM..... FOR HIGHWAYS, HOSPITALS, CHURCHES, OFFICE AND COLLEGE BUILDINGS!"


"THE NATION LOOKS TO THE NORTHWEST FOR MUCH OF ITS LUMBER PRODUCTS. ONE CAR OF DOUGLAS FIR LEAVES THE AREA EVERY 5 MINUTES; AND 60 CENTS OF EVERY PAYROLL DOLLAR IN OREGON COMES FROM THE LUMBER INDUSTRY!"


"CHICAGO AND DETROIT MARKETS ARE WITHIN OVERNIGHT REACH OF OREGON'S PRODUCTS BY AIR. OREGON'S FAMED SALMON IS ON MIDWESTERN TABLES THE DAY AFTER IT'S CAUGHT!"


"OREGON PACKED AND FROZEN FOODS ARE HELPING FEED THE WORLD. THE STATE'S MILD CLIMATE PERMITS PROCESSING 11 MONTHS OUT OF THE YEAR. SEVERAL EASTERN PACKING PLANTS ARE BUILDING IN THIS PRODUCTIVE AGRICULTURAL CENTER!"


"GLAD TO HAVE YOU BACK!"
"MORE THAN 32,500 MULTNOMAH COUNTY VETERANS HAVE BEEN DISCHARGED. 94% PLAN TO LIVE AND WORK IN THIS AREA"

ONE OF THE GREAT STATIONS OF THE NATION

KGW

PORTLAND, OREGON

REPRESENTED NATIONALLY BY EDWARD PETRY & CO., INC.

And M

RICHARD ERDOES

Mildred said to Gloria...

That's the way Mildred Funnell and her associate Gloria Brown affect the many listeners of WTAM's *Woman's Club of the Air*. Each listener feels she is overhearing an intimate conversation. And she can't wait to relay to her friends the stimulating information she's absorbed.

Mildred, with WTAM since 1930, recently took over this popular morning program (8:00-8:30, M-F) with the firm belief that the *Woman's Club of the Air* should be just that—a club. For this reason, in addition to regular program features of interest to women, she and Gloria discuss and exchange ideas sent in by listeners. The result: listeners feel they have a part in the program.

To sponsors, this means exceptional responsiveness to sales messages. Mildred Funnell's sponsors belong to a club, too—a club composed of some of the most successful national and local advertisers. The secret password of this exclusive club is WTAM. You can become a member by calling NBC Spot Sales today.

FIRST IN CLEVELAND

WTAM

50,000 WATTS

Represented by NBC SPOT SALES

THE NATIONAL BROADCASTING COMPANY

NORTH CAROLINA
IS THE SOUTH'S
No. 1 STATE

In salaries and wages, North Carolina paces the South! According to latest available Department of Commerce figures, pay envelopes here contained nearly 430 million dollars, leading the next-ranking Southern state by more than 92 million dollars and nearly doubling the average for all nine other Southern states. Another proof of North Carolina's *buying power!*

and WPTF at RALEIGH
IS NORTH CAROLINA'S
No. 1 SALESMAN!

With 50,000 Watts, at 680 k.c.—and NBC—Station WPTF is by long odds the No. 1 radio salesman in North Carolina. Let us send you the complete facts and availabilities. Or just call Free & Peters!

50,000 WATTS — NBC
RALEIGH, N. C.
Free & Peters, Inc., National Representatives

WSPA Installing Transmitters, Towers For Simultaneous AM and FM Operation

A NEW installation which will permit standard broadcasting with 5 kw power day and night and simultaneously inaugurate FM service is now being completed by WSPA Spartanburg, S. C. The project, according to Walter J. Brown, vice president and general manager, is "one of the most complete dual operations that has been perfected."

The station has installed a 421-foot Lehigh tower, on top of which is an RCA super-turnstile FM antenna, bringing the overall height to 441 feet. In addition to supporting the FM antenna, the Lehigh tower will increase the WSPA daytime signal strength by 40% because of its height, according to engineering estimates.

To provide for the increased nightime power of WSPA from 1 kw to 5 kw, two 271-foot Truscon towers now being used by the station are being moved to new locations and will serve to provide the necessary directional pattern for nightime broadcasting.

Experienced Ground System

To provide for the new ground system, WSPA acquired 10 acres of additional land, increasing its transmitter site to 30 acres. Twenty-five miles of copper wire have been plowed into the ground and, in addition, the ground around the base of each tower has been covered with copper screens.

The station begins operations from its new antenna system in July and shortly afterward its FM adjunct takes the air. A GE transmitter will feed the FM antenna over a specially mounted transmission line which will run up the side of the Lehigh tower to connect with the FM antenna. The FM transmitter will be installed alongside the 5 kw Western Electric AM transmitter.

PRINCIPALS in the installation of the 421-foot Lehigh tower on Hogback Mountain (altitude over 3,000 feet) for the FM station of WSPA Spartanburg, S.C. (l to r): Herbert C. Koeppe president of the Fredrick Tower Construction Co.; Walter J. Brown, vice president and general manager, WSPA; Harold Beckholt, chief engineer, WSPA.

PROMOTER
WKWF Owner Campaigns To Restore Key West

THE ANCIENT GLORY of Key West, Fla. now has a champion. He is Johnny Spottswood, owner of the new WKWF in Key West, and a native of the Keys for all of his 20 some years. There is a full page article in the Sunday June 9 *Miami Daily News* on Mr. Spottswood's efforts to restore the importance of Key West as a shipping center, naval base and to improve its transportation links with the mainland and Cuba.

The young Mr. Spottswood opened his station in a blaze of glory when he obtained special permission of the FCC to go on the air before scheduled opening time to broadcast hurricane warnings in the October hurricane [BROADCASTING, Oct. 1, 1945]. Now he is using all his persuasion—and the station's voice—to bring back the old greatness to the once big shipping center of the South.

KOAD, FM station of KOWH Omaha, has completed arrangemtnts for use of Lang-Worth transcription library.

ADVERTISING CLUB HAS NEW QUARTERS

THE ADVERTISING Club of New York, whose headquarters at 23 Park Avenue were damaged in a two-alarm fire June 13, has temporarily leased the five story building at 30 East 37th Street, New York, for its use until repairs are completed on the clubhouse.

Eugene Thomas, sales manager of WOR New York, who is president of the Advertising Club, expressed his thanks to the National Republican Club of New York City, the Harvard, Princeton, Lotus and other clubs in the city for offering their facilities to Advertising Club members.

The newly leased building was formerly used for the United Seaman's Service Club and previous to that was the Dartmouth Club and the Harvard Law Club.

NBC ON 590 KC
RADIO
WOW
5000 WATTS
OMAHA
WRITE, WIRE OR PHONE
JOHNNY GILLIN
OR JOHN BLAIR

YOUR MONEY'S WORTH?

. . . if it's Dollar Value you're looking for — in Southern California, you want Al Jarvis and his "Original Make Believe Ballroom" over KLAC, Los Angeles. 570 on the Dial.

Represented by: Burn-Smith Company

WHAT IS CHICAGO'S OUTSTANDING RADIO STATION?
WGN!
WGN!
WGN!
WGN
WGN!
WGN
FERD HIMME

A CHICAGO FAVORITE . . . . . .

Some institutions, business firms, newspapers and radio stations have become so integral a part of the public consciousness that they are accepted above all others as outstanding.

This is the reward for years of unfailing service to the community.

A recent survey recorded such public reaction in Chicago . . . 1622 personal interviews (848 men . . . 744 women) were made at 33 Chicago and 3 suburban locations asking for the names of five Chicago hotels, department stores and radio stations. WGN was named more frequently than any other radio station.

In answer to the question "Which do you consider to be Chicago's *outstanding* radio station?", WGN was voted first by a substantial majority of both men and women.

WGN has long been a Chicago favorite. On WGN the advertiser gets the normal program audience *plus* the established *station* preference.

A Clear Channel Station . . . . . .
Serving the Middle West

WGN

CHICAGO 11
ILLINOIS
50,000 Watts
720
On Your Dial

MUTUAL BROADCASTING SYSTEM

Eastern Sales Office: 220 East 42nd Street, New York 17, N. Y.
West Coast: Edward S. Townsend Co., Russ Building, San Francisco, Calif.

LONDON LETTER—By William Pingrey

U. S. Concerns Said Planning A Commercial 'Air Invasion'

THE *London Sunday People* said recently that "pirate American radio companies" had drawn up plans, and were investigating the possibilities of putting them in effect, for a "commercial 'air invasion' of Britain."

The paper said the proposals include regular broadcasts by a string of continental stations—and Iceland —and powerful transmiters on ships moored outside British territorial waters to relay commercial programs to British listeners.

* * *

Television returned to the millions in the London area—and a few further away—a fortnight ago after an absence of more than six years. Generally the service was lauded, though most critics pointed out room for improvement.

The most critical comment came from one expert, who said: "Transmission showed no improvement over pre-war efforts. There was the same softness around the edges, the same dark shadows . . ."

On the other hand, Maurice Gorham, director of television for the BBC, said "we are overjoyed at the results."

Referring to the televised Victory Parade on June 8—the first big telecast—he continued: "The pictures were in every way superior to those of the Coronation. It has given a great impetus to our projected outdoor programs . . ."

Most remarkable thing about the new television service was that a receiver picked up the telecast of the parade at Minehead, Somerset, 170 miles from London. W. F. Steel, radio engineer formerly in the RAF, built a special apparatus which picked up several minutes of good, clear pictures. He has had better success at other times when there was less local interference.

Telecasts are currently beamed from Alexandra Palace in London and intended to reach only 45 miles. However, the Postmaster-General in opening the service June 7 said it would shortly be extended to the Birmingham area.

"The BBC, the Post Office and the radio industry together are resolved to build television into a great new public service," he said. "Preparations are now being made for the installation of a special cable to relay programs from London to Birmingham. If it proves successful further extensions will follow to other cities."

Simultaneous with resumption of television, Pye Limited—manufacturers of radio equipment—advertised sound and vision television table model at 35 pounds ($140) plus purchase tax of $31. It is only for limited deliveries.

The Radio Industry Council said autumn should bring a steady flow of television sets from the factories. "The industry," it added, "is determined that, in cooperation with the Television Advisory Committee and the BBC, this country shall continue to lead the world in television."

* * *

London newspapers are speculating as to the contents of the government White Paper expected soon on the BBC. It is expected to deal with the future of the Corporation whose charter is up for renewal at the end of the year. It is not, however, expected that the White Paper will call for an investigation, but may only extend the charter for one year, instead of 10, to allow for an inquiry.

* * *

J. Grenfell Williams, former lawyer in South Africa, has been appointed Director of the Colonial Service of the BBC. He joined the BBC in 1940.

* * *

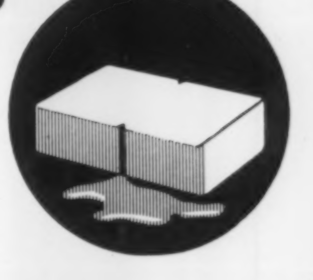
Sir Frederick W. Ogilvie, director-general of the BBC from 1938-42, came out for competition in British broadcasting in a letter to the editor of the *London Sunday Observer*.

"Introduce competition into British broadcasting and it will bring threefold gain overnight," stated Ogilvie, now principal of Jesus College, Oxford U.

"It will bring, for the first time, freedom of choice to listeners. It will bring freedom of opportunity to broadcasters—to speakers, artists, musicians, and all who seek their chance on the air. And it will bring the tonic of youthful rivalry to the BBC. The only possible losers will be cabinets and government departments, for which the existing monopoly system seems thoroughly convenient."

Asserting that one or two wavelengths would be sufficient for the BBC, he suggested that other bands go to a series of new and "independent corporations—for Britain as a whole, for Scotland, for Wales, for Northern Ireland, for three or four regions of England."

KNOW
"Austin Gives You More Dollars Per Dialer . . .
KNOW Gives You More Dialers Per Dollar."
1st in AUSTIN, TEXAS
WEED & COMPANY
Representatives



"LOVE THAT SOAP"*
No matter if you're selling soap, shaving cream, or soft drinks, you'll "love that coverage" WIP gives you in Philadelphia. Our clients are "right on the beam." They seldom miss "the last bus to Hoboken." "Check!" "Right?"
WIP
WIP—FM
Philadelphia
5,000 WATTS • 610 K.C.
It's Mutual
Represented Nationally by GEO. P. HOLLINGBERY CO.
* Credit Frederic Wakeman's "The Hucksters"

"THE SELLING POWER IN THE BUYING MARKET"
KWKH
ARKANSAS
SHREVEPORT
TEXAS
LOUISIANA

K
C
W
B
K
S
H

THE SHREVEPORT TIMES STATION
Shreveport, La.

In the Ark-La-Tex Area, KWKH, with its 50,000 Watts is the No. 1 Medium with full coverage and SELLING POWER in this prosperous market.

The Branham Co

CAB Rating Service Suspends July 31

Hooperatings Offered Exclusive CAB Subscribers

TEMPORARY SUSPENSION of the 17-year old Cooperative Analysis of Broadcasting program rating service, effective July 31, was anounced last Tuesday by the CAB, which will "concentrate on research to develop the ideal program audience measurements needed and wanted by all parties."

Concurrently, C. E. Hooper, president of C. E. Hooper Inc., revealed an agreement concluded the day before whereby his organization will supply Hooperatings to exclusive CAB subscribers who desire a coincidental rating service following the CAB suspension.

The decision of the CAB to withdraw from the program rating field, for the present at least, follows a long-drawn conflict between CAB and Hooper for acceptance as "the" standard measurement, in which Hooper won a "moral victory" a couple of years back when CAB dropped its recall roster method in favor of the coincidental interview technique pioneered by Hooper. Since that time the larger radio advertisers and their agencies who with the networks were the main source of CAB support have complained with increasing vehemence about the excessive cost of maintaining two services which measured in effect the same thing in the same way.

Last Winter Threat

Last winter, when the networks threatened to cancel their memberships, the CAB appointed a three-man advertiser-agency-broadcaster committee to investigate the problem. The committee recommended that the CAB halt its rating service activities, devote itself to setting standards for private researchers and to developing an ideal service with ratings projectable to total audience, covering all broadcasts and providing consistent trends [BROADCASTING, April 8, 15].

The CAB membership voted to embark on the research program but to continue the rating service meanwhile, but authorized the board to suspend the ratings temporarily if it could not arrange for supplementary financing [BROADCASTING, May 13]. Bernard C. Duffy, BBDO president and chairman of the CAB board, has notified members that the suspension of the rating service is in accordance with this authority and was decided on "because of excessive costs which would be involved in providing ratings and at the same time conducting research to develop the ideal service."

The newly appointed CAB research committee [BROADCASTING, June 3] is being enlarged from its original 12-man size to include other experts, among them representatives of radio, and will begin work next week, the CAB announcement stated. Periodic reports on the committee's findings will be furnished to CAB members. A revised dues schedule in line with the change in CAB operations will soon be announced.

CAB-Hooper Plan

The agreement between CAB and Hooper provides for CAB to arrange with its advertiser-agency members who have network programs and who currently subscribe only to CAB to receive "Network Hooperatings" from Aug. 1, 1946, to the termination of their CAB contracts or to May 31, 1947, whichever is earlier. Payment is to be made at the existing Hooper rates, with the difference between them and the CAB rates to be remitted to the CAB wherever the Hooper rates are higher, which is generally the case. After May 31, 1947, the letter of agreement states, Hooper "will have no further obligation to exclusive CAB network member-subscribers and CAB will be free to pursue its own course in any manner it deems right and proper."

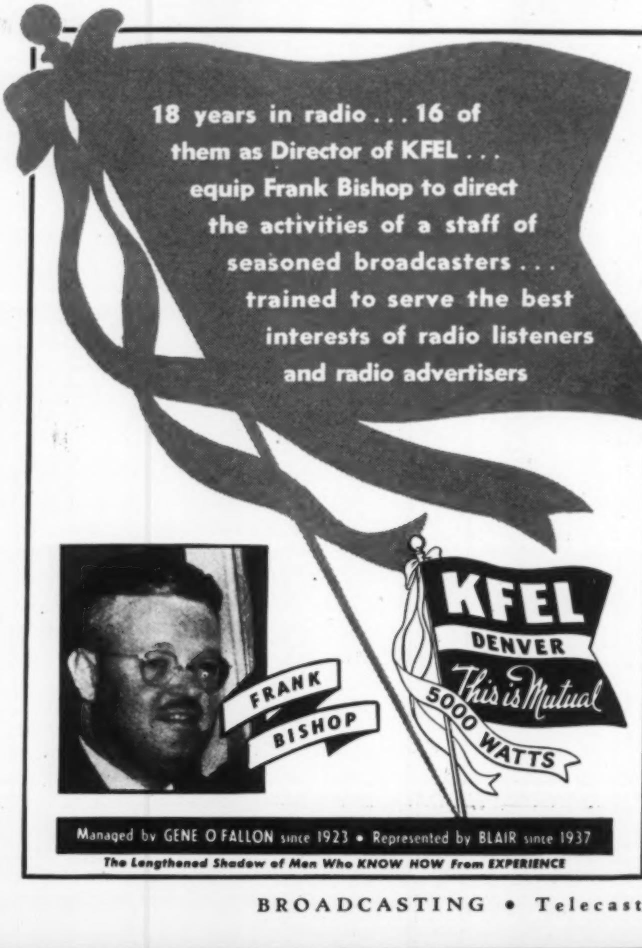
Under the arrangement, Hooper agrees to give its network reports to exclusive CAB members without network programs at a nominal fee of $1 for the term of the agreement and to furnish all exclusive CAB members with copies of the Hooper July 1946 reports without charge. CAB network members, on request, may also get Hooper rating histories on their own programs for the past year without cost.

"Nothing herein contained," the agreement reads, "shall be construed as limiting in any manner whatsoever the right of any member-subscriber of CAB to subscribe to any radio rating service, at any time, and by whomsoever delivered, nor is this understanding to be construed as an endorsement by CAB of the relative values of exsisting radio rating services."

No Endorsement

George Allen, CAB secretary and general manager, said that while the CAB was recommending the Hooper service to its exclusive members, it was not endorsing any service. No arrangement has been made between CAB and A. C. Nielsen Co., which also offered to provide its service to CAB members, Mr. Allen said. It was explained that the minimum charge of the Nielsen service is in the neighborhood of $20,000 a year, contrasted to the minimum CAB fee of $300.

SPONSORED by WKY Oklahoma City, the Oklahoma City A Capella Choir took top honors at the Cotton Land Festival in Memphis, Tenn. After the 73-voice choir had won Oklahoma championship, WKY staged a concert to raise $1,500 to send the organization to Memphis.


18 years in radio . . . 16 of them as Director of KFEL . . . equip Frank Bishop to direct the activities of a staff of seasoned broadcasters . . . trained to serve the best interests of radio listeners and radio advertisers

FRANK BISHOP

KFEL
DENVER
This is Mutual
5000 WATTS

Managed by GENE O'FALLON since 1923 • Represented by BLAIR since 1937
The Lengthened Shadow of Men Who KNOW HOW From EXPERIENCE

You can cover all the choice audiences all of the time...
...or some of the choice audiences some of the time...
when flexible SPOT BROADCASTING* sells for you!

•Spot Broadcasting is radio advertising of any type (from 25-word announcements to full-hour shows) planned and placed on a flexible market-by-market basis.

Buy Spot Radio and you buy the most *flexible* medium in advertising! It permits you to select the type and length of program that *best* fits your audience . . . and to use the *best* times on the *best* stations in markets of your choice. It does not restrict you to any one network, to any one copy appeal, to any one time of day or night.

Many of the country's largest advertisers are among the largest users of Spot Broadcasting. They know that it pays to use this powerful medium by itself—or in addition to newspapers, magazines and network radio. And they have learned that Spot Radio's *inherent flexibility* keeps advertising in perfec timing with markets no matter how quickly conditions chang —that it sells consumers as only *radio* can sell them.

Perhaps there's a lesson in this for you. If so, cal your John Blair man. He's a radio expert who knows market and merchandising. And he represents many of the country' finest radio stations.

This advertisement, appearing also in FORTUNE *Magazine for July, is one of a* FORTUNE *series published in the interest of Radio Stations represented by John Blair & Company.*

JOHN BLAIR
& COMPANY

THE VALUE OF INFORMATION IS MEASURED BY ITS RELIABILITY

Offices in Chicago • New York • St. Louis • Los Angeles • San Francisco • Detroit

REPRESENTING LEADING RADIO STATIONS

Census of Business and Manufacturers Budgets Are Cut by Senate Committee

PLANS for a 1946 census of business and a census of manufacturers, announced early this year by the Bureau of the Census, were given a setback last week when the Senate Appropriations Committee cut out a $17,000,000 item to cover the two important business surveys.

Reporting out the State, Justice and Commerce Depts., appropriations bill for the fiscal year ending June 30, 1947, the Appropriations Committee said it "does not condone and will not abet the practice of extending the scope of statutory authority by administrative determination to cover functions not within the reasonable intent of the Congress in framing the statutes."

An item of $10,000,000, approved by the House in the overall appropriations bill (HR-6056), for a census of business, another for $5,000,000 for the census of manufactures, and a third for $2,000,000, to cover compilation of census reports were stricken from the bill by the Senate committee.

Principal Record

In a signed article in the June *Domestic Commerce*, publication of the Dept. of Commerce, William H. Mautz, assistant chief, Industry Division, Bureau of the Census, declared that the two censuses were conducted periodically from 1810 through 1939 and they "constitute the principal historical record of industry." Since 1939, however, there has been no comprehensive basic report covering the many phases of general interest, he wrote.

"Business, Government, and other users of manufacturing statistics, therefore, have a very real need for a new set of bench marks for studying the changes that have taken place and to aid in determining future policies."

The business census, under HR-6056, would cover business and distribution. Both censuses were proposed under an Act of March 14, 1903 (5 U. S. Code, 604) but the Senate committee said in its report it could find "no specific authority in 5 U. S. C. 604 for collection of statistics dealing with business or manufactures."

The bill first will be voted on in the Senate and then will go to conference.

SALES DEPARTMENT conference for WPAY Portsmouth, Ohio, and WHBC Canton, Ohio, was held June 4-5 at Portsmouth's Hurth Hotel. Attending were (l to r): front row, Gervis Brady, commercial manager of WHBC; Robert Fehlman, WHBC manager; Eugene Carr, director of radio for Brush-Moore Newspapers Inc.; Lillian Warden, commercial secretary of WPAY; Paul Wagner, WPAY manager; Gerald Boyd, commercial manager of WPAY. Back row, Julius Glass, promotion director of WHBC; Robert Howard, WHBC sales representative; Don Price, Carl Bodner, Carl Mitchell, and Dick Pyle, all WPAY sales representatives; Bob Kuhn, promotion director of WPAY.

GENERAL MOTORS SPEAKS OUT
on

MARKET STUDIES BY RADIO STATIONS

A recent story in Editor & Publisher quotes Mr. R. F. Schreitmueller, manager of GM's market analysis department, on what he thinks of the market research done by newspapers, magazines and radio stations. Mr. Schreitmueller's opinions were taken from a letter of his that was presented to the Newspaper Advertising Executives' Association. Here are some of his more thought provoking statements:

"... such material should not be directed only to the advertising manager, but also to the sales organizations directly concerned with its use. Failure to recognize this need, says Mr. Schreitmueller, has been detrimental to linage."

"... There seldom was the opportunity for the men most directly concerned with the use of such material (the sales managers) to sit down and discuss its compilation, its scope or to make suggestions for improvement. ."

"..It boils down to the well-known but neglected fact that a manufacturer's advertising expenditure usually follows his sales curve."

True, the sales manager is often a hard man to reach. But your *one sure path* to his desk is a consistent advertising campaign in *Sales Management,* the only publication specifically edited for the sales executives of national advertisers . . . the magazine that has more sales managers among its subscribers than *all* other publications in the sales-advertising field *combined.*

"IT'S SM 4 TO 1"

Say the Nation's Leading Media Buyers

Sales MANAGEMENT 386 Fourth Ave., New York 16, N. Y.

333 North Michigan Ave., Chicago 1, Ill. • 15 East de la Guerra, Santa Barbara, Calif.

Adams Signs New WCCO Contract to July 1950

CEDRIC ADAMS, commentator, last week signed a new contract with WCCO Minneapolis-St. Paul, according to A. E. Joscelyn, WCCO manager. Contract runs to July 1950, and was drawn up to replace his current contract which expires July 1947. Contract will give him a total of 13 years at WCCO, and spikes rumors that he is leaving the station.

Mr. Adams does two newscasts daily, at 12:30 p.m., and 10 p.m., as well as a Saturday morning studio program. In a recent statewide Minnesota poll, Mr. Adams placed top among radio personalities. He is, in addition to his radio commentating, a columnist for the *Minneapolis Star-Journal.*

NBC Promotions

FIRST PROMOTIONS for returning war veterans by NBC Central Division were announced this week, by Leonard Anderson, personnel manager. Those promoted include William Reilly, from Central Division local sales traffic staff to NBC Chicago Recording Division sales. Edward A. Nickey replaces Mr. Reilly. Kenneth Nelson, has been named supervisor of mail and messenger department, with Robert Sabel appointed assistant to Mr. Nelson. James A. Wehrheim has been named building maintenance supervisor, replacing Allen M. Elrod, retired.

for Modern REMOTE Broadcasting..

YOU'RE RIGHT ON THE SPOT WITH GATES FOR THOSE SPECIAL EVENTS!

For showmanship, efficiency, portability and compactness, these GATES Units forearm you for dependable broadcasting from right on the spot, where you must move fast, for those special events programs. They're the keynote in your success.

Completely assembles in rugged, handy Carrying Case as shown

The NEW FOURSOME REMOTE AMPLIFIER

A new development, and one that is bidding strongly for first place in popularity with the Dynamote is the new Foursome. It consists of three major units, a 4-channel Mixer, Amplifier and Power Supply that all fit into a trim, sturdy carrying case. The Mixer has two stages of amplification whose output plugs into the amplifier unit. On remotes where the four mixer feature is not required, just take the amplifier and power supply. A standard Cannon microphone plug fits the same receptacle as is used for the Joiner cable. The Foursome can be used for any job—large or small. Size: Mixer and Amplifier each approximately 12 in. long, 7 in. high, 4 in. wide.

The DYNAMOTE REMOTE AMPLIFIER

This is the most popular Unit in the line of Remote units. It is a 4-stage high gain Unit containing the mixing system, VU meter and all other circuits associated with the amplifying circuit. The power supply is a separate unit assuring maximum noise reduction. The front panel is so designed to make it adaptable to any operating condition. Both the amplifier and power unit supply fit into the airplane type carrying case that is weather resistant and ruggedly built to withstand hard usage. A false bottom is provided to house cable and extra equipment always needed in remote jobs: headphones, microphones, etc. Compactness is its keynote. Size 14½ in. long; 7 in. high, 8 in. deep.

Dynamote and Power Supply in Carrying Case

The REMOTE CONDITIONER

This Unit is a 3-stage Amplifier complete with power supply housed in one cabinet. This in itself is an accomplishment in high quality in remote amplifier design, and is the result of diligent research and experimentation. Power supply is of the full wave transformer type. Hum reduction guaranteed to a low level of minus 55 Db. below program level. Its operation is extremely simple. The only controls are the on-and-off switch and the gain control. Compact and easily portable. Size 17 in. long, 7 in. high, 4 in. deep.

LOOK TO GATES FOR LEADERSHIP

NEW YORK OFFICE:
9th Floor
40 Exchange Place

GATES
RADIO CO.
QUINCY, ILL.

SOLD IN CANADA by:
Canadian
Marconi Co., Ltd.
Montreal

EXCLUSIVE MANUFACTURERS OF RADIO TRANSMITTING EQUIPMENT.... SINCE 1922

Look Here, LITTLE MAN!

Just start running a radio station—50 Watts or 50,000 Watts—if you want to know how insignificant a lot of high falutin' entertainment ideas are when it comes to pleasing the little lady of the house. Sales returns have given many such an advocate Tom Thumb stature.

Know what they want and then give it to 'em—that's the basic idea behind the WMMN programming policy. Through no other technique could we give advertisers one of America's Greatest Direct Response Audiences.

Ask a Blair Man

Columbia Network

5,000 WATTS

WMMN

FAIRMONT. W. VA.

King Elected

ROBERT N. KING, director of research for BBDO, New York, was elected president of the Market Research Council at the annual meeting held at the Yale Club in New York June 21. Other officers elected were: vice president, Cornelius DuBois, director of research, *Life* magazine; secretary-treasurer, Dr. Lyndon O. Brown, Stewart, Brown & Assoc.; member of executive committee, Robert B. Brown, vice president in charge of marketing and research, Bristol-Myers Co.; Edward Battey Jr., vice president and director of Compton Adv., retiring president, becomes a member of the executive committee.

Retains Program

DESPITE reports to the contrary, American Home Products Corp., New York, will continue sponsorship of *Real Stories From Real Life*, 9:15-9:30 p. m., five times weekly, on Mutual, in addition to its recently acquired *Bob Burns Show*, through Ruthrauff & Ryan, for fall sponsorship. *Real Stories From Real Life*, handled by Dancer-Fitzgerald-Sample, New York, for Whitehall Pharmical Co., will take nine week summer hiatus, starting July 5.

News

(*Continued from page 26*)

not a fancy format. There are some carefully planned program make-ups that are excellent. But on some shows the boys get lost trying to make the news fit their inflexible format instead of vice versa.

Simplicity of language and clarity of expression are blessings. Too much detail should be avoided like the plague. Why throw in a bunch of place names that don't mean a thing to a listener?

Next Step

When you talk of stories on the brighter side, it's only a step to special events, the feature department of radio news. For a very considerable time part of the job of special events will probably be to bring first hand reports of new air developments, innovations in rockets, etc. But at the same time the department will have more and more of a chance to entertain, amuse and startle listeners.

Now, with all this talk about the brighter side, don't think I'm slighting the big news of the day. It's taken for granted everyone understands that's the meat and potatoes. The other is the salad and the trimmings that surround the main course to make it more inviting.

I think the salad days in news and special events are getting nearer all the time. That's all. The main course is always the stellar attraction. There's just going to be more of a chance to brighten up the table again.

FULL SPEED AHEAD for FM transmitter production at a Newark, N. J. plant of the Federal Telephone & Radio Corp. First Federal FM transmitter off the line was delivered to KOWH Omaha, Neb. and is already on the air, according to the firm. On Tuesday, June 25, the company's engineers will discuss development of the new Federal square loop antenna at a luncheon at Washington's Hotel Statler. Norman E. Wunderlich, executive sales director will preside, and speakers will be R. F. Lewis, product engineering department, and A. G. Kandoian, Federal Telecommunications Labs.

PIONEER IN VIDEO DIES IN ENGLAND

JOHN L. BAIRD, 58, British television pioneer, died June 14 at his home at Bexhill, Sussex. He produced one of the first practical television units that would transmit instantaneously over a distance either by wire or wireless. Among other inventions, he introduced the "noctovisor," an apparatus for seeing in the dark by invisible rays.

He was actively engaged in research with his own company, John L. Baird Television Ltd., until February when he was taken ill, and since 1941 had been technical advisor to Cable & Wireless Ltd.

In January 1926, Mr. Baird, then a poor young electrical engineer, demonstrated to the Royal Institution of Great Britain what is believed to be the first successful television showing. He transmitted a picture from one room to another. Heart of the transmitter was a perforated rotating disc which permitted light to fall in sequence on the object. Light-sensitive selenium, and later, photo-electric cells reacted to the reflected light, which was transformed into electrical impulses for transmission.

The Baird television system was in operation in England by 1928, aided by financing from Selfridge Department Store. In the same year, Mr. Baird successfully sent a television image 3,000 miles across the Atlantic, from his London laboratory to Hartsdale, N. Y. He also completed tests with colored discs to produce color television images.

In 1929 BBC made an agreement with Mr. Baird to operate an experimental television station in London. In 1931 he came to the U. S. to promote his system. As the Marconi-Emi video system outclassed the Baird system, the BBC adopted the former in 1937.

JACK HAMILTON, assistant to purchasing agent of Don Lee Broadcasting System, Hollywood, and Dorothy Stevens, formerly in network accounting department, were married on June 8.

New Regulatory Group Seen for Canada Radio

POSSIBILITY OF AN impartial regulatory body being recommended for Canada by the Parliamentary Radio Committee now sitting, is likely, according to an opinion of the Ottawa bureau of Canadian Press (Canada's AP).

Such an impartial body to regulate both the government's Canadian Broadcasting Corp. and the independently-owned stations has been recommended by the Canadian Association of Broadcasters for some years and has been discussed by previous Parliamentary Committees. It would follow along the line of the Board of Railway Commissioners and the Air Transport Board. At present the CBC regulates all broadcasting, is also a competitor of the independent stations and operates all networks.

Canadian Press also believes the Parliamentary Radio Committee will recommend all broadcasting activities, licensing and responsibility for CBC, to be brought under one cabinet minister, instead of being divided as at present under two cabinet ministers.

5000 WATTS DAY AND NIGHT

KGER'S FEATURE FOLKS

Hal Shideler, *Sports Editor*

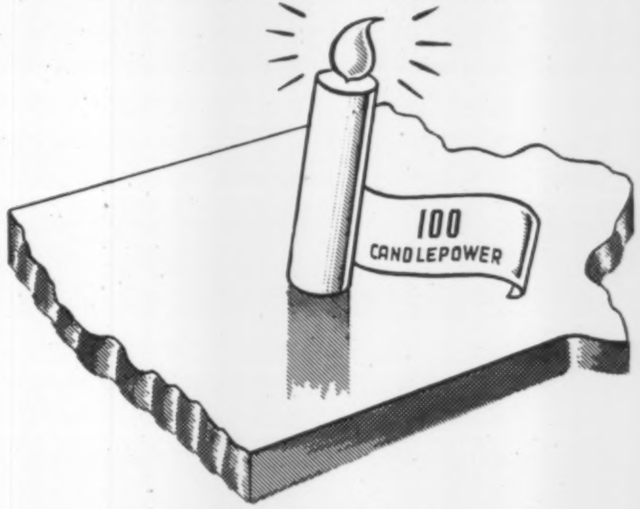
For Availabilities, see Jos. H. McGillvra, Inc.

Long Beach-Los Angeles

KGER

OWNED *by* MERWIN DOBYNS

Many Happy Returns
from a Century-old market



KSO's **resultful coverage of the 2½ billion dollar Des Moines and Central Iowa market...brings you *"Happy Returns"*...at the *lowest*-cost-per-listener**

Iowa observes her *Centennial* in Des Moines this week with a colorful ten-day celebration . . . and the first hundred years have been far from *hard*—despite the old saying.

There's *wealth* here in Central Iowa . . . wealth as *real* as the fertile, black loam that blankets the state . . . gives the state its enviable "*first*" in food production . . . and balances its flourishing manufacturing activity. Des Moines, commercial and legislative capital of the state, reflects the wealth of this area. The city will do a two and one-half billion dollar business (total check transactions) this year.

Serving Central Iowa and Des Moines is KSO . . . key Columbia outlet for the area. KSO covers this rich market at the *lowest cost* per listener—gives advertisers *economical, profitable promotion*. Last year 147 Des Moines advertisers told their sales story over KSO . . . which shows that folks in our own backyard, who know what's the *best buy* in Central Iowa, *prefer* KSO. You'll do a *better* job of covering this rich market . . . at *less cost* . . . over KSO, too.

KSO

DES MOINES, IOWA • 5000 WATTS

Basic CBS Outlet in Central Iowa

MURPHY BROADCASTING COMPANY

George J. Higgins, General Manager **Represented by Headley-Reed Co.**

CBS

MANY **MORE** LISTENE

MUCH **MORE** NATIO

MUCH **MORE** LOCAL S

THAN AT ANY TI

WHY?

BECAUSE VO

THE AD/

WIT

ASK FREE & PETERS — THEY WILL TELL YO

VERS

NAL SPOT SALES

SALES on WCKY

TIME IN OUR SEVENTEEN YEARS ON THE AIR!

WCKY IS DOING THE REAL JOB FOR DVERTISER WITH FIFTY THOUSAND WATTS OF *SALES POWER*

LL YOU IN DETAIL

L. B. Wilson

WCKY

CINCINNATI

Editorial

Tv. K.O.

IF THERE WAS ANYONE at Yankee Stadium who saw the knockout blow more clearly than the estimated 100,000 "televiewers", it was Ed Joseph, the referee.

And that goes for the lads who paid $100 a seat to huddle at ringside in the cool evening breeze.

Most of those who are behind the scenes in video, as well as those who saw it for the first time when the championship bout was staged, will confess that this was one of the art's most important milestones.

It portrayed a spectacle which attracted an enthusiastic audience. NBC in New York, in Washington, in Philadelphia and Schenectady turned away hundreds who tried to get into the exclusive assembly—limited by the scarcity of receivers.

Television, black and white or green or yellow, arrived. None who have worked with it for the last decade doubted that it would. But it arrived in the sense that those who did question its development were convinced.

The Louis-Conn bout was televised under the most difficult circumstances ever encountered by NBC video engineers and producers. One hour before show time, 22 representatives of IBEW (AFL) marched into the Stadium threatening to pull power lines unless they could "take over". They were attempting, with cruel timing, to move in on NABET, the national union to which the NBC engineers belong. As a result of this attempted coup, which failed, the production was put on the air without an opportunity to properly check cues.

The Gillette commercials, it is true, were not in harmony with the demands of the new medium. They were static and old fashioned. There is need for a technique using live pickups and animation. But this detracts nothing from the credit due Gillette as a video pioneer. Improvement will come with experience.

Those who saw the production as guests of NBC, of Dumont, of the other networks and of distributors and home-set owners, were adequately impressed. And perhaps most important of all, it was seen by high Government leaders, including some 400 members of Congress.

Certainly if there is any delay in the development of television now, it will be studied carefully by the eyes of the legislative body which holds such important power over the destiny of communications.

'Radio Week' Annually

PLANS ARE under consideration for the establishment of National Radio Week, inaugurated last year to commemorate radio's 25th anniversary, as an annual event. Radio Manufacturers Assn. at its convention earlier this month went on record for it. NAB board of directors, at its meeting in August, will consider similar action, looking toward cooperation between the two representative trade associations in sponsoring annual observance.

Certainly, there is ample basis for it. No medium is closer to the public than radio. It is an indispensible factor in the American living standard. There are more radios in use than bathtubs or telephones. We have national newspaper weeks, national health weeks and even national doughnut weeks.

The radio manufacturers and their distributors and dealers function as the circulation departments of stations and networks. Without the program provided by the broadcasters there would be no set sales. The two function hand in hand.

There have been complaints about lack of cooperation between manufacturers and broadcasters. The FM set situation is a current case in point. Broadcasters have called attention to the dearth of radio manufacturer program sponsorship, when the broadcasters supply the medium which makes their economic existence possible. These should be resolved. With the manufacturers and broadcasters collaborating on a continuing basis in the year-to-year observance of Radio Week the opportunity will be presented for mutual consideration of common problems. The manufacturer is interested in stimulating set sales; the broadcaster in stimulating audience. But both have larger missions. The problems of either actually are the problems of both.

We strongly endorse the plan for a permanent National Radio Week, to focus attention on the near miracle that radio has provided and is destined to provide. There should be no time lost in getting the plan under way through enlistment of the ready cooperation of civic groups, advertising clubs, and Federal, state and local organizations. The next step is NAB board action. Then the target date.

The story is easy to tell and sell: National Radio Week will show why every week is Radio Week for American listeners.

ATS Awards

RADIO's frenzy for collecting prizes has grown so acute of late that broadcaster's most dreaded dreams are no longer those in which he finds himself naked amid a host of strangers, but those in which he is suddenly bereft of his awards. We would regard this as an unimportant neurosis if it were not for the depressingly evident fact that the collector's mania seems not only virulent but also contagious.

A fortnight ago television succumbed to a bad attack of the award virus. American Television Society, in a ceremony that an outspoken spectator accurately described as an "award presentation to end all award presentations," passed out 24 plaques for "outstanding contributions" in 13 categories of video activity. Sympathetic with the ATS desire to give an encouraging pat on the back to the individuals and organizations that are struggling to prepare television for its undoubtedly great future, we nevertheless think that for its present state 24 awards for excellence are more than slightly ridiculous. To be honest about it, television just plain isn't that good as yet.

We respectfully submit that future ATS awards committees would render much better service both to ATS and those whom it honors with its awards by limiting them to those achieving truly "outstanding contributions" instead of distributing them wholesale on a something-for-everybody basis.

Our Respects To—

PAUL ATLEE WALKER

ONE PRESUMES that Paul Atlee Walker, dean of the FCC commissioners, is the sort of chap who calls the operator after each long distance conversation to get the charges.

At least, it would be understandable. For in his 12-year career as a member of the FCC, he has excelled particularly in the field of telephone regulation. He has excelled, indeed, to the glory of his own public career and to the gratification of millions of Americans.

It would be impossible to establish the precise indebtedness of the long-distance telephone user to Commissioner Walker. But there might be some indication in the statement by Walter Gifford, president of AT&T, that reductions in long distance rates had amounted to about $200,000,000 by 1944.

This rate reduction was brought about as a result of an FCC investigation undertaken by authority of an act of Congress, signed by President Roosevelt March 18, 1935. The probe was suggested to the President by Commissioner Walker and he, with colleagues at the Commission, drafted the original measure. The FCC at that time was departmentalized, and Mr. Walker—as chairman of the telephone division—directed the AT&T study.

That this was a prodigious task is demonstrated by the fact that the final record included 8,441 printed pages of testimony and 2,140 exhibits. The result was agreement by the AT&T to a proposal which reduced long-distance rates by over $12,000,000 annually.

This technical-knockout pattern of jurisprudence has typified Mr. Walker's career, since the days when he first gained recognition as a public administrator in his adopted Oklahoma. His normal procedure is to challenge, study, batter and arbitrate. And it must be acknowledged that his strategy has been effective, although his tactics at times have been frowned upon; as when Mr. Gifford warned, shortly before he capitulated, that the FCC should be "careful about casting unfair reflections upon his company."

If he is a disciple of give-and-take, as is indicated, the Commissioner comes by the attribute honorably. He has been giving and taking all his life. He is one of the few remaining Federal officials who actually was born in a log cabin, and not one of the fabricated models you buy at Gimbel's. That was on Jan. 11, 1881 in Washington County, Pa. It was there that he studied in public schools. He matriculated at nearby Southwestern Normal.

His higher education was interrupted frequently. He left Southwestern, out of funds to teach in a country school: $30 a month for seven months. That's a total of

(*Continued on page 56*)

PERFECT BALANCE
means a CONSTANT AUDIENCE

VARIETY SHOWMANAGEMENT AWARD 1945

THE daily program schedule adhered to by WOV results in balanced broadcasting to two distinct metropolitan New York markets . . . two markets that combine, in their respective listening hours, to give this important station a continuous around-the-clock audience, night and day. In the daytime WOV overwhelmingly dominates metropolitan New York's tremendous Italian-speaking audience of 520,000 radio homes. And in the evening between the Hooper Hours of 7:30 and 10:00 p.m., *WOV delivers the largest average metropolitan audience of any New York independent station* . . . at less than half the cost of the next ranking station.

RALPH N. WEIL, General Manager
JOHN E. PEARSON CO., Nat'l Rep.

WOV
NEW YORK

Respects

(Continued from page 54)

$210, and somehow he saved $200 of it. Meanwhile, in recognition of a commencement day address he had made against business monopolies, Mr. Walker was awarded a scholarship at the Chicago Institute, which later became Chicago U.

Impelled by a great academic urge, and by another more plebeian but no less imperative hunger, Mr. Walker devoted his spare time to clerking at Marshall Field's; tutoring; selling magazines; waiting table; and, in fact, turning an honest dollar wherever he found it possible. This furious activity, and the contiguous demands upon his time for study, led to a breakdown in his health. Consequently, he continued his career with Chicago U., in Deland, Fla., at the John B. Stetson U., then a branch of the Illinois institution. He entered his senior year in Chicago in the fall of 1904, ran out of funds again and took a teaching position (English, history and athletics) at Charleston, Ill., High School.

In 1905 he was elected principal of the Shawnee, Okla., High School, and he remained there until 1908. But meanwhile he continued his studies at Chicago U. during summer sessions and won a Bachelor of Philosophy degree in 1909. He had resigned his teaching job to enter the new law school at the U. of Oklahoma. This was hasty action for a man who had known hunger, for the school did not open until one year after Mr. Walker's anticipated date. Consequently he migrated to Denton, Tex., for another term with his text books.

An education in law had by this time become such a consuming objective that probably no force, or combination of forces, could have deterred him. He was a member of the Oklahoma U.'s first law class—18 students. He was, in addition, a charter member of Phi Delta Phi, a legal fraternity; Sigma Alpha Epsilon, a social fraternity; Delta Sigma Rho, debating; and the Senate Literary Society. To these triumphs, he could and did add a Phi Beta Kappa key which, even today, hides the fourth button of his vest.

Having obtained with noted tenacity a philosophy degree and a law degree after some 12 years of wolf-trapping, Mr. Walker entered legal practice in Shawnee in 1912. He soon ran for and won election as a justice of the peace. This, his first successful campaign for public office, kindled his aspirations and he declared for county judge. He was defeated by 102 votes. Shortly after this reversal, he accepted an offer to become an attorney for the Oklahoma Corporation Commission. He took office in the State Capitol on Jan. 1, 1915.

Served Until April 1919

In this capacity, Mr. Walker served with distinction until April 1919. His record indicated that he had not changed his mind since 1899 when he delivered that commencement day address condemning monopolies. He fought capitalistic combines with a fervor that exceeded the demands of his position, and could only indicate an inner conviction that he was fighting for right.

In 1919, he became the first referee elected by the Oklahoma Supreme Court to hear cases in the absence of justices. He returned to the Corporation Commission in 1920 as counsel; in 1931 he was elected a commissioner. He was named by his colleagues to the chairmanship in January 1931.

As chairman, he was not always in harmony with his two voting colleagues on the three-man body. As a matter of fact, Mr. Walker was something of a dissenter, a reputation he might have carried with equal prominence on the FCC had he not been overshadowed by that Nomad of the Nay-Vote, Clifford J. Durr. As Corporation Commission chairman, he fought with vigor for the people's rights in utility rates.

It was this militancy which brought him to the attention of President Roosevelt in 1934. He was appointed for a five year term to the FCC, becoming a charter member of the body which was created by the Communications Act of 1934. He was reappointed to a seven-year term in 1939, and this term would expire June 30 of this year.

He was confirmed by the Senate June 15 for another seven-year term, after reappointment by President Truman. He was sworn in on last Thursday.

During his years of service at the FCC, Mr. Walker has distinguished himself in telephone regulatory matters. He says today, "I envision so many developments in the telephone industry that it is only natural a good share of my interest lies there." He has, nevertheless, been a faithful arbiter in broadcast matters. He was elected last year to the vice chairmanship of the Commission, a formal action by his colleagues which recognized merely a situation which had existed for many years. He normally has been called upon to sit in the chairman's absence.

Mr. Walker is a devoted family man. He married Myra Evelyn Williams on June 2, 1914. They have four children: Robert William, an Annapolis appointee; Paul Jr., a law student; Julia and Virginia, the latter two married. The children are getting along now, and Mr. and Mrs. Walker give much thought these days to an Oklahoma dream: a place in the country. But it looks like it will have to be in Maryland or Virginia.

He has been, none can deny, a good and faithful servant for his state and for the nation. He served in World War I as an infantry enlistee. He attained a majority and subsequently was transferred to the Judge Advocate General's office. He and his family are devoted Presbyterians and he, for years, taught a regular Bible Class. As a personality, he appears to be neither naive nor complex. He, like many other of our public leaders, started working as a boy to make a living; and now that he has found the formula for doing that, he carries on his work by sheer momentum. Likely he would be unhappy if he spent all of his time on that farm he's seeking.

State Honor

His talents have been recognized by his adopted state. On Nov. 16, 1945, he was inducted into the state Hall of Fame by the Oklahoma Memorial Assn.

On that occasion Walter B. Emery, a former associate of Mr. Walker's, wrote a book about him. The book itself depicts faithfully Mr. Walker's chronological biography. It quotes, also, letters and speeches by the Commissioner. Among these is a letter, dated April 27, 1944, in which Mr. Walker states:

"(The FCC) has no power to require that a broadcaster use any particular program."

This was written two years before the FCC's Blue Book was issued. It can be presumed that Mr. Walker, who is not a man of fickle thought, continues in that conviction. He may yet find cause for dissent.

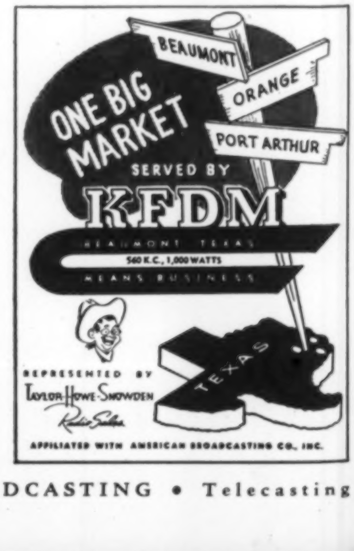
570
WHAT A WALLOP
...this little station
gives your message
IN THIS IMPORTANT BUYING LAKE AREA!
9

To more than 500,000 listeners in Northeastern Wisconsin and Upper Michigan, WMAM is the only station clearly audible at all times — a singular situation for which we thank ground mineralization. Located at 570 on the dial, WMAM delivers virtually 5000 watt coverage at 250 watt rates! A complete report with Hooper Surveys will give you further information on the "little station with the big wallop." Send for it and complete information.

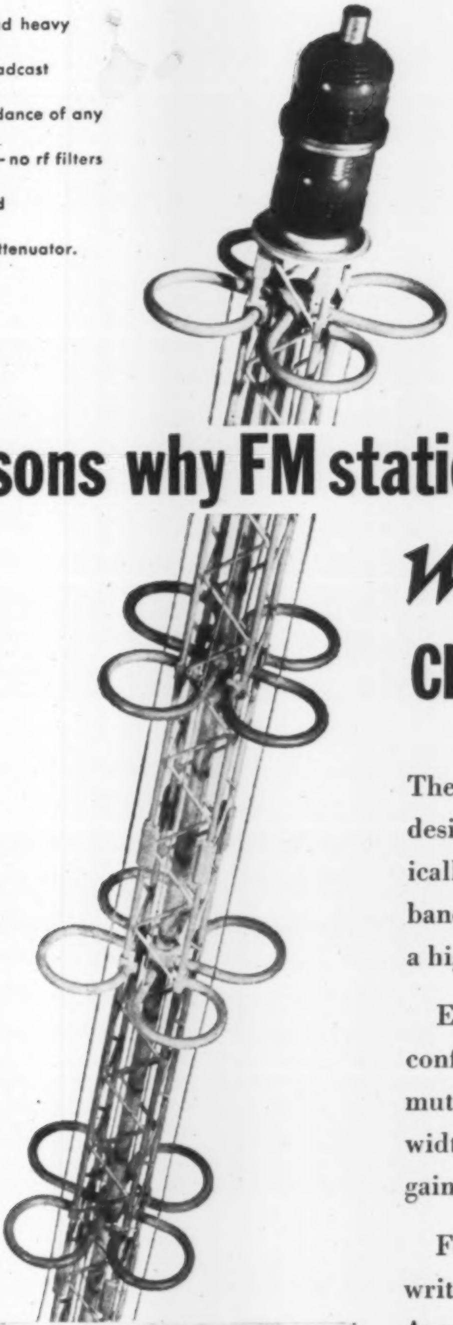
WMAM *Marinette, Wis.*

BRANCH STUDIOS: *Iron Mt., Mich.* • *Sturgeon Bay, Wis.*
JOSEPH MACKIN: *General Manager*

National Representatives: Howard A. Wilson Co.
Chicago • New York • San Francisco • Hollywood



13. Light weight.
14. Easy to assemble—low erection costs.
15. Half wavelength spacing reduces side lobe energy.
16. No critical dimensions required to obtain maximum efficiency.
17. Wide vertical beam width for reliable coverage.
18. Designed for high wind and heavy ice loads.
19. One design for all FM broadcast frequencies.
20. One design matches impedance of any coaxial line.
21. Simple de-icing elements — no rf filters needed.
22. Built-in vertically polarized radiation suppressor.
23. Built-in second harmonic attenuator.
24. Built-in climbing steps.

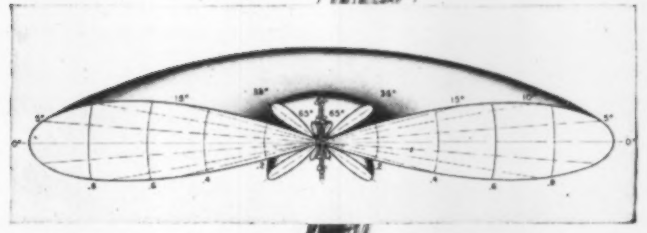


12 more* reasons why FM stations are choosing the *Western Electric* CLOVER-LEAF ANTENNA

The Western Electric 54A Clover-Leaf Antenna, designed by Bell Telephone Laboratories specifically for FM broadcasting in the 88—108mc band, radiates horizontally polarized waves in a highly concentrated, *circular* azimuth pattern.

Exhaustive tests on accurately scaled models confirm that the distribution of energy in azimuth is circular within ±0.2 db and that the beam width is realized in practice to ±1°. Advertised gain figures have been confirmed within 0.2 db.

For complete electrical and structural details, write to Graybar Electric Co., 420 Lexington Avenue, New York 17, N. Y.—or phone your nearest Graybar Broadcast Equipment Representative.



Radiation Pattern for 5 unit array.

*For 12 additional reasons, see previous ad on Clover-Leaf Antenna.

KANSAS
CITY
IS
A
KOZY
MARKET

PORTER BLDG.
KANSAS CITY, MO.

EVERETT L. DILLARD
General Manager

ELIZABETH WHITEHEAD
Station Director

Pioneer FM Station in
the Kansas City Area

Ask for Rate Card 3

WTOD on Air June 15, Three Months After CP

A NEW RECORD is claimed by WTOD Toledo for fast time in putting a station on the air. According to Edward Lamb, Toledo attorney and president of Unity Corp., owner, application was filed Jan. 25, 1946. CP was granted Feb. 27. Construction of studios and transmitter house, tower and other equipment was completed June 1, and the station went on the air commercially June 15, three and a half months after CP was granted. Station uses a Raytheon transmitter.

Staff is mostly returned veterans. William H. Spencer, Army flyer, is station manager. Don Gehring, paratrooper, has been made continuity writer and traffic manager. WTOD is on 1560 kc, 1000 w. Walker Co. is national representative.

Hall Bros. Plans

CBS *Radio Reader's Digest*, sponsored by Hall Bros. (stationer) Kansas City, through Foote, Cone & Belding, Chicago, will not be dropped from network agency indicated last week. Program will move out of Sunday 1-1:30 p.m. (CDT) CBS slot "sometime in September" to take over Thursday, 9-9:30 p.m. segment formerly held by *Island Venture* for Wrigley which cancelled after June 20 broadcast. Summer replacement for *Island Venture* will be *Caesar Petrillo Presents* featuring WBBM-CBS staff orchestra conducted by brother of AFM president. *Radio Reader's Digest* may take summer hiatus in July, but final decision has not been made, agency indicated.

Fitch Replacement

ONE OF RADIO's pioneer radio programs, *Vic and Sade*, returns June 27 as summer replacement for *Rogue's Gallery* on Mutual, itself a replacement for the *Cass Dailey Show* on NBC, both sponsored by F. W. Fitch & Co. Replacement for *Rogue's Gallery*, Thursdays, 7:30-8:00 p.m. CDT., has been on the air almost continuously since 1932 as a five-a-week quarter hour strip. New sponsorship will be first time in show's history that it has been presented as a half-hour feature. Program will originate from WGN Chicago.

FTC Hearings

FEDERAL TRADE COMMISSION June 17 held hearings in San Francisco on alleged misrepresentation by Procter and Gamble Co. of Teel, liquid dentrifice, and consequent disparagement of competitive tooth-pastes and powders. FTC same day held similar hearing in New York on Philip Morris & Co. alleged misrepresentation in sale of cigarettes and smoking tobacco.

MANAGEMENT

JAMES C. HANRAHAN, Scripps-Howard Radio vice president, recently discharged from the Army as lieutenant colonel, has been awarded the Croix de Guerre with gold star by the French Governmentt. During the last 18 months of his four years of Army Service, Colonel Hanrahan was assistant chief of staff of the 83rd Infantry Division which invaded the Continent. Colonel Hanrahan will headquarter in Cleveland for Scripps-Howard Radio.

IRVING E. ROGERS, general manager of WLAW Lawrence, Mass., and publisher of the Lawrence Daily Eagle and The Evening Tribune, June 15 was host to "welcome home" dinner party honoring 39 veterans who have returned to the staffs of the papers and WLAW. Some 300 associates and guests attended party at which Mr. Rogers presented each veteran a $100 savings bond. The families of three employes who were killed in action were presented $500 bonds.

ALVIN O. BRAMSTEDT, president of KFAR Fairbanks, Alaska, is the father of a girl, Susan Ruth.

CHARLES SMITHGALL, manager of WAGA Atlanta, Ga., is on a two week trip to Washington and New York.

ALEXANDER MacGILLIVRAY, director of accounts and finance, RCA Victor Division of RCA, has been elected secretary of the Philadelphia Control of Controllers Institute of America for 1946-47.

E. K. BAUER, who has acted as comptroller of WSAI Cincinnati since its sale to the Marshall Field organization in Sept. 1944, has been appointed assistant to General Manager **ROBERT M. SAMPSON**. He will continue to supervise station's business affairs and will handle administration of sales activities. For a number of years Mr. Bauer was with Crosley Corp. in both manufacturing and broadcasting divisions.

Mr. Bauer

JOHN PATTISON WILLIAMS, executive vice president of WING Dayton, Ohio, has been named on the public information committee for the Dayton 1946 Community Chest campaign.

ROBERT T. MASON, general manager of WMRN Marion, Ohio, has been given an honorary membership in the local Junior Chamber of Commerce in "public recognition of the cooperation and aid given this organization during the war years."

MAJ. GEN. PHILIP HAYES, newly-elected president of Tower Realty Co., of Baltimore, which plans to engage in all phases of broadcasting operation, was honor guest at a testimonial dinner attended by some 400 leading citizens of Maryland at the Lord Baltimore Hotel June 17. General Hayes was in command of the Third Service Command until his retirement last week. Baltimore will be his permanent home and radio his primary activity.

PRESERVING THE VOICES of automotive pioneers as well as the events connected with Detroit's "Automotive Golden Jubilee," George Trendle (l), president of WXYZ Detroit and the King-Trendle Broadcasting Corp., presents a wire recorder spool of the description to George Mason, president of the Automotive Manufacturers Assn. and Nash-Kelvinator Corp. The spool will be sealed in a capsule for rebroadcast during the 100th anniversary of the automotive industry.

JOHN H. PART has been elected president of York Broadcasters Ltd., operating CHUM Toronto, succeeding **R. T. FULFORD**, president since founding of the company, who retired as president, but remains as vice president. Mr. Part has withdrawn from presidency of Mason's United Advertisers Agency, Toronto.

BILL STOVIN, manager of CJBQ Belleville, Ont., June 17 welcomed to Canada his war bride and baby son, who arrived on the Queen Mary June 14 from England.

Assumes NAB Post

EDWARD J. (Ted) HEFFRON, new executive assistant to NAB President Justin Miller and Executive Vice President A. D. Willard Jr., assumed his duties at the association's headquarters last Monday. Mr. Heffron formerly was executive secretary of the National Council of Catholic Men. His former associates presented him with a huge floral piece as he took over the NAB post.

WISR

DOMINATING

9 High Income Counties

WISR's favorable wave length (680 KC, clear channel) enables programs to be easily heard in 9 surrounding counties. What's more, we regularly receive mail from over 20 other counties located in four states.

680 KC — 250 W

Low-cost Coverage in a 2 Billion Dollar Market

National Representatives
FORJOE & COMPANY

Judged and Found —

"A SLUGGER, WITH ZING AND SHOWMANSHIP"

. . . WALTER WINCHELL

"EXCELLENT RADIO, FULL OF SOCK MATERIAL"

. . . VARIETY

Books on Trial

Each week the writer of a timely book defends his views before WHN microphones and a jury of twelve in the studio theatre. "Judge" Sterling North, literary editor of the New York Post presides while guest "prosecutors" and "defense" argue it out in this battle of books. Broadcast Mondays, 8:00 to 8:30 P.M., the discussion's fast, furious and totally uninhibited.

"Books on Trial" typifies the sort of program planning and production which today distinguishes WHN service. Top power . . . top programs . . . top personalities at their entertaining best . . . you get them all on WHN—plus the potential of America's first market.

50,000 WATTS
1050 KILOCYCLES
•
Represented by Rambeau

WHN
NEW YORK

WASHINGTON, D. C.

Always
a Great
Market

7th in Population
6th in Retail Sales

From Sales Management estimates
1946 Survey of Buying Power

Now
Greater Than Ever

$50,000,000

Civil Service Estimate

more buying dollars
just voted to the
Federal Employees
in Washington, D. C.
only

by passage of the
Federal Pay Act of 1946

GET
YOUR SHARE

in this rich market by using the station that has earned the confidence of listeners and advertisers alike.

The Evening Star Station

ABC

WMAL

5000 WATTS at 630 K.C.
in WASHINGTON, D. C.

AGENCIES

JOHN COHAN, formerly with Smith, Bull and McCreery, Los Angeles, and J. Walter Thompson Co., Hollywood, has joined Hillman-Shane-Breyer, Los Angeles, as radio director.

JANE O'LEARY, publicity director and copywriter of Glasser-Gailey & Co., Los Angeles, has been shifted to agency's New York office as assistant manager.

WILLIAM J. SIMS, until recently with War Assets Administration, Washington, D. C., and prior to the war in advertising department of Ralston Purina Co., has joined Seattle staff of Erwin, Wasey & Co.

JACK PUGH, discharged from the Army, has joined Frank Oxarart Adv., Los Angeles, as assistant to **WILLIAM LARKIN**, media and research director.

BERT ACOTT, executive of J. Walter Thompson Co., Calcutta, is in Hollywood for six months to study all media methods under supervision of **CORNWELL JACKSON**, vice president. **BOB GILLHAM**, television and motion picture director of J. Walter Thompson Co., New York, is in Hollywood for three weeks to confer with Mr. Jackson and **TED SMITH**, West Coast director of television.

EARL EBI, producer of J. Walter Thompson Co., Hollywood, on NBC "Chase & Sanborn Show," is in New York for six weeks to assist in shaping summer replacements.

FOOTE, CONE & BELDING has moved Hollywood motion picture division from 5414 Melrose Ave. to modernized downtown Los Angeles headquarters at 601 W. Fifth St.

HENRY ALLEN, former account executive of KECA Hollywood, and prior to that radio director of BBDO, Los Angeles, has joined Wookey & Roman, Hollywood, as account executive.

VIVIAN McCURTNEY, formerly of Short & Baum, Portland, has established her own agency in that city.

EDWARD A. BODINE, former account executive of The McCarty Co., and **DICK H. MEISSNER**, recently Navy discharged and formerly with United States Rubber Co., have formed their own Los Angeles agency under name of Bodine & Meissner, at 356 S. Broadway.

ETHAN ALLEN, formerly in sales and advertising department of Schwabacher-Frey Co., San Francisco (stationer), and **WALTER CONWAY**, formerly of BBDO media department, have joined Garfield & Guild, San Francisco, as account executive and publicity director respectively.

ROBERT E. WHITE has been elected a vice president of Henri, Hurst & McDonald, New York.

PHILLIP D. COCHRANE Jr., formerly with Bodnar Radio Labs., has been named assistant merchandising and research director of Lennen & Mitchell, New York. **J. W. BENTZEL**, formerly with BBDO, also has been named assistant merchandising and research director and **FRANK P. McCORD**, formerly with McCann-Erickson, has been appointed assistant director of advertising research.

ELLIS SARD, released from the Navy, has joined the radio department of La Roche & Ellis, New York. He will assist in the production and planning of radio campaigns and will specialize in television.

LARRY KURTZE, former senior producer for WBBM Chicago, has been named radio director of Kuttner & Kuttner Adv., Chicago.

LANIE HARPER, production assistant for the Borden Co. "County Fair" CBS program at Kenyon & Eckhardt, New York, has been chosen as "Miss Subways" for June 1946.

FRANKLIN L. ROBERTS has returned from the armed services and rejoined the mechanical production department of Young & Rubicam, New York.

ELAINE EWING MESERVEY, Washington representative of J. Walter Thompson Co., has been elected president of the Women's Advertising Club of Washington. She succeeds **RUTH CRANE**, women's commentator of WMAL Washington. **HAZEL MARKEL**, director of education of WTOP Washington, has been elected recording secretary of the organization.

ROBERT A. RICHARDSON, AAF public relations and intelligence officer for three years and onetime with J. Walter Thompson Co., Chicago, has joined Fuller & Smith & Ross, New York, as account executive.

JIM BISHOP, now director of public relations of Hixson-O'Donnell Adv., Los Angeles, is succeeded in his former post of publicity director by **BOB WOLCOTT**.

HAROLD O. NADLER, account executive of Hanley, Hicks & Montgomery, New York, has been named agency vice president and account supervisor.

ALBERT JARVIS, Ltd., 45 Richmond St., West, Toronto, new agency, has been enfranchised by the Canadian Association of Broadcasters. Owner **ALBERT JARVIS** was formerly with Ferres Adv., Hamilton, Ont., agency, as Toronto manager.

MARY MILLER, radio director of Newman, Lynde & Assoc., Jacksonville, Fla., June 30 leaves for New York to attend summer radio workshop at New York U. She is on six weeks' leave of absence from the agency.

JACK LUCAS, former copy chief of Morse International, New York, has rejoined Charles W. Hoyt Co., New York, after a 13-year interval, to head newly-formed packaged goods division.

HARTWELL AYLES Adv., New York, has moved to larger quarters at 11 W. 42d St. Firm formerly was located at 350 Madison Avenue.

V. MONTERO-DIAZ, after service with the armed forces and former media director of National Export Adv., New York, has been appointed media director of Export Adv., New York.

JOHN MESSLER, former vice president of Leon Livingston Adv., San Francisco, and onetime partner of Riordan & Messler, Los Angeles, has rejoined Foote, Cone & Belding as account executive and is assigned to San Francisco office. Prior to becoming partner of Riordan & Messler he was for nine years account executive of Foote, Cone & Belding in Los Angeles.

HAL R. HARMON, released from Army and prior to war president of Rocky Mountain Intercollegiate Press Assn., has established his own advertising agency in Continental Bank Bldg., Salt Lake City.

JOHN CLARKE, former assistant city editor of Los Angeles Evening Herald and Express and more recently on publicity staff of Paramount Pictures Corp., has joined Smalley, Levitt & Smith, Los Angeles, as publicity director. He succeeds **ROBERT J. RHODES** who resigned to join Enterprise Productions, film unit.

FRED R. JONES, released from the Marines and prior to war copy chief of Hixson-O'Donnell Adv., Los Angeles, has joined copy staff of The Biow Co., San Francisco. **RALPH S. SHEPARD**, released from Army and formerly with Colorado newspapers, has joined agency as production manager.

MARIE ANDRE, radio director of Henry H. Sterling Inc., Los Angeles, has resigned.

DAVID OLEN & ASSOC., Los Angeles, has moved to new offices at 403 W. 8th St., and added **LEONARD FRIEDEL** to staff as copy writer. **IRWIN SALZMAN** has joined agency as account executive. New agency accounts include A. I. Lipsey Inc., Los Angeles (fur manufacturer); Breitstein of California, Los Angeles (manufacturer of women's clothes); Beth Burton Miniatures, Los Angeles (decorative miniatures).

McMILLAN & MOSS Adv., new Los Angeles agency, has established office at 115 W. 7th St. Firm is headed by **FARAON JAY MOSS**, former account executive of The Shaw Co., and **ROY A. McMILLAN**, publicity director of Los Angeles Chamber of Commerce for 11 years and more recently chief of public relations for Veterans Administration in Southern California. Tecate Importers Inc., Tecate, Mex. (beer), has appointed firm to handle advertising in eastern states, with an extensive transcribed announcement campaign now being planned for July release.

T. L. ANDERSON, vice president and general manager of Cockfield Brown & Co., Toronto, is visiting western Canadian branch offices.

CHARLES R. HOGEN has been appointed vice president in charge of service of the Hollywood office of N. W. Ayer & Son.

SAMUEL W. MEEK, vice president and director of J. Walter Thompson Co., New York, left last week on the Pan American Clipper for London and the Continent to visit company's operations there.

BROADCAST ADVERTISING AND SALES, 4 Albert St., Toronto, is new agency enfranchised by the Canadian Association of Broadcasters. Agency is owned by Don H. Copeland, a station executive in Toronto for more than 20 years, who until recently was with Dominican Broadcasting Co., that city.

ADVERTISING STUDY PREPARED FOR ANA

A TWO-YEAR STUDY, prepared by McKinsey & Co., management consultants, for the Assn. of National Advertisers, entitled *Organization of the Advertising Function* was published and distributed to ANA members last week.

It contains organization charts of 64 companies and is based on personal interviews with company chief executives, and other top management men, including advertising managers in 21 companies, plus comprehensive data supplied by other advertisers.

The study shows that management recognizes that advertising now has a broader function. As an example, it was pointed out that advertising was useful to bring about better understanding between employes and the company and to accomplish good community and stockholder relations. Interviews with chief executives indicated that they contemplate increased expenditures and broader utilization of advertising to help build volume and profits.

24 years of
profitable
peach fuzz

Each year over 2 million bushels... 10% of all the peaches produced in the whole South...picked in Spartanburg County alone!

CBS

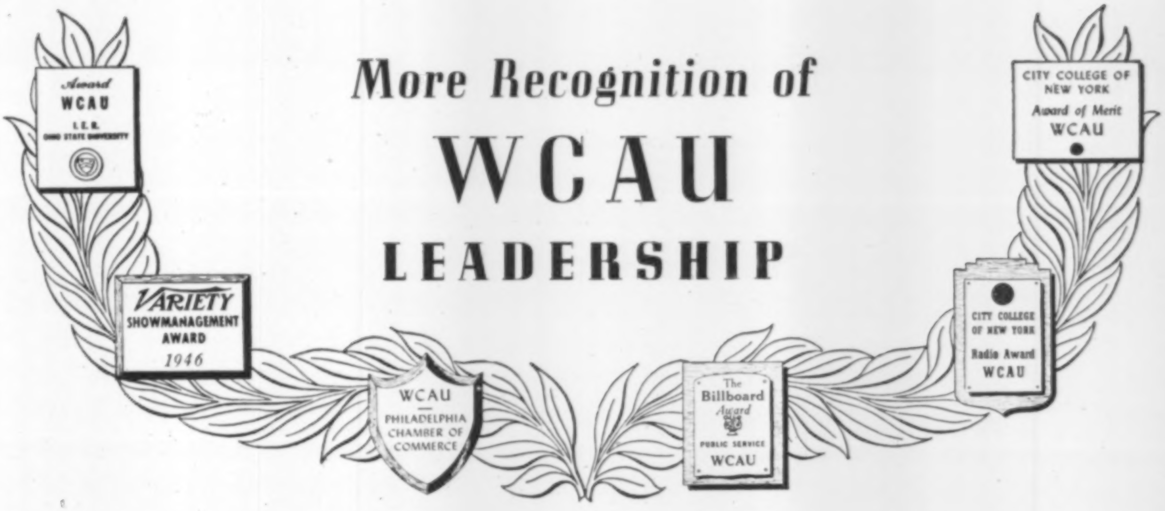
WSPA

SPARTANBURG,
SOUTH CAROLINA

Home of Camp Croft

5000 watts Day, 1000 watts Night
950 kilocycles, Rep. by Hollingbery

More Recognition of
WCAU
LEADERSHIP


Award
WCAU
I.E.R.
OHIO STATE UNIVERSITY
CITY COLLEGE OF NEW YORK
Award of Merit
WCAU
VARIETY
SHOWMANAGEMENT AWARD
1946
WCAU
PHILADELPHIA CHAMBER OF COMMERCE
The Billboard Award
PUBLIC SERVICE
WCAU
CITY COLLEGE OF NEW YORK
Radio Award
WCAU

AWARDS AND CITATIONS RECEIVED BY WCAU IN 1946 FOR PROGRAMS BUILT AND BROADCAST IN THE PUBLIC INTEREST:

"THE CAREER FORUM"

Institute for Education by Radio, Ohio State University: **". . . An outstanding radio series, distinguished for its originality and freshness of treatment . . ."**

Variety: **". . . Civic conscious WCAU . . . an auspicious project helping young America to speak up and answer, as well as ask, questions . . ."**

Chamber of Commerce and Board of Trade of Philadelphia: **". . . In recognition of an outstanding contribution to the future business life of Philadelphia . . ."**

Billboard: **". . . Local Section of National Radio Editors cites WCAU for its outstanding public service program, The Career Forum . . ."**

"CRUSADE FOR BETTER DRINKING WATER"

City College of New York: **". . . Citation for the outstanding public service program broadcast by a clear channel station . . ."**
"Award of Merit for the most effective public service program . . ."

The facilities that created the programs that merited these awards are available to all WCAU advertisers.

WCAU

50,000 WATTS • CBS AFFILIATE

PHILADELPHIA'S LEADING RADIO INSTITUTION

A major advancement in the recording blank field . . .

10 Year
GUARANTEE

GOULD-MOODY
"Black Seal"
ALUMINUM RECORDING BLANKS

. . . at no increase in price!

After prolonged research and experimentation, we have introduced technological improvements into "Black Seal" blanks that not only increase life span, but materially enhance the other finer characteristics of these blanks. And so positive are we of the worth of these perfected "Black Seals" that we're offering them to you on an unconditional ten-year guarantee basis.

You can't afford to be a recording isolationist . . .

"Black Seal" blanks will not rip up, disintegrate or powder after the first playing if kept in storage for any long period of time. You are in no danger of losing valuable recordings in what, up until now, you have considered your safe library of recording blanks. No matter how well you may be satisfied with your present blanks, you can't afford to be a recording isolationist. Try "Black Seals"—if, for any reason whatsoever, you aren't satisfied, return them at our expense.

THE GOULD-MOODY CO.
Recording Blank Division
395 BROADWAY NEW YORK 13, N. Y.

PROGRAMS

SINGING weather forecasts have been developed as one-minute spot material by Radio Productions Inc., Cleveland. Titled "The Singing Weatherman," forecast covers all types of weather and is composed of two lyrics with intervening time for commercial message. Interstate Creamery Corp., Cleveland, for Babs evaporated milk, is placing spot on all stations in Cleveland, Akron, Canton, Youngstown, Ashtabula and Mansfield. Goodrich Tire and Rubber Co. is testing spot in Fresno, Calif., Hickory, N. C., and Harrisburg, Pa., and feature is being sponsored locally on WHOT South Bend, Ind., and WISH Indianapolis. Lyrics are done by Hayder Hendershott's Debonaires of Cleveland.

Series on Alcoholics

LATEST public interest program presented by KLZ Denver, "I Am an Alcoholic," originates from a secret studio known only to the announcer, engineer and program participants. Heard Tues. 7 p.m., program is presented in cooperation with Denver chapter of Alcoholics Anonymous. Men and women who have found a way to give up alcohol relate their experiences. All participants remain unidentified.

New WGL Series

WGL Fort Wayne, Ind., has resumed broadcasting of the local traffic court proceedings as contribution to safety promotion. Weekly half-hour broadcast is heard Wednesday mornings. Friday morning half-hour discussion series started by WGL is "Breakfast Program," originated from Berghoff Gardens. Four participants are selected several days prior to each broadcast.

Offers Discs

SERIES of eight quarter-hour dramatic programs has been prepared by The National Foundation for Infantile Paralysis titled "You and Infantile Paralysis." Transcribed by NBC Recording Division, programs are to be placed through local chapters of the national foundation.

Safety Awards

NEW WAGC Chattanooga Tenn., program, "Orchid for Safety," each week presents, in cooperation with local Safety Council and Police Dept., an orchid to driver or pedestrian who shows unusual safety interest as exemplified in driving or walking.

Sports Roundup

LATE EVENING sports program, "Joe Hasel Presents," started June 17 on ABC Monday through Friday, 11:15-11:30 p.m. Featuring Joe Hasel, ABC sportscaster, program includes interviews with prominent personalities in the sports world, a roundup of the day's sports news and last minute news of interest to sports fans.

CBS Mystery Series

CLOAK and dagger series with scenes set in 17th century England is the theme of a new CBS series, "Richard Lawless," which started June 23, Sun. 8-8:30 p.m. Program produced by Robert J. Landry and written by Vincent Mc-

Women's Features

WOMEN'S show started on WBOC Salisbury, Md., "Over the Coffee Cup," is conducted by Phil Adams. Presenting news, shopping hints and talks by homemakers of Maryland Eastern Shore area, program is aired Monday through Friday 8:35-9:15 a.m.

Show on Road

SATURDAY night MBS origination of KWTO Springfield, Mo., "Korn's-A-Krackin'," June 29 starts series of 10 out-of-town appearances. The 55-minute program will originate from communities in Missouri, Kansas, Arkansas, and Oklahoma Ozarks.

Hires Switch

EFFECTIVE July 7 Charles E. Hires Co. "The Sunday Evening Party With Hires" will be broadcast by ABC in 6-6:30 p.m. period, moving up from 6:30-7 p.m. time.

WLIB Visits Coney Island

CARNIVAL atmosphere of Coney Island is theme of new series on WLIB New York, "Weekend at Coney Island." Aired Saturday and Sunday 12:45-1 p.m., program takes listeners on visit to the amusement park. Dick Bell roams park with wire recorder, describes thrills of various rides. Coney Island Chamber of Commerce is cooperating in series with posters advertising program and WLIB being displayed by merchants and concessionaires throughout area.

Special Plane

LUXURY plane, specially designed and built to carry guests of ABC's "Bride and Groom" program to their honeymoon destinations, will be presented to the show within the next three weeks by the Taylorcraft Aviation Corp., Alliance, Ohio. Decorated with a special Walt Disney insignia, plane will be powered by 1150 horse power engine allowing a cruising range of 700 miles.

Series on Ideals

FRANK LUTHER, director of children's programs, WNEW New York June 23 started weekly series Sun. 9:35-10 a.m., designed to teach children moral, social and ethical ideals characteristic of American democracy. Series is presented in Mr. Luther's song and story fashion which he has used on children's recordings.

CBS Switches

CBS "In My Opinion," "Frontiers of Science," "Word From the Country" and "Report From Washington," currently heard Monday through Friday 11:15-11:30 p.m., July 1 moves to 6:15-6:30 p.m. period. Saturday-Sunday "Sports Arena" and "Report From the UN" remain in late evening time.

Wins Award

IN RECOGNITION of services and cooperation given by its "Veterans Guidepost" program, WGRC Louisville, Ky., has been presented a certificate of distinguished service from the U. S. Department of Labor, through its agency U. S. Employment Service.

Music Pickups

THREE week meeting of the Egyptian Music Camp, annual Southern Illinois gathering of high school musicians, is being covered by WJPF Herrin, Ill. Programs originate from Du Quoin State Fair Grounds, site of the camp.

Series on Worry

IN COOPERATION with the Allegheny County Medical Assn., WCAE Pittsburgh is presenting series of quarter-hour weekly programs, "Why Do You Worry." Area authorities discuss personality development and cause of worry on the program.

Weather Facts

NIGHTLY weather roundup broadcast from the U. S. Weather Bureau at Brainard Field, Hartford, Conn., is being aired by WTIC Hartford, Conn., 6:40 p.m.

On Greenwich Village

HISTORY, traditions and tales of Greenwich Village form background for "Meet Me in Greenwich Village," new series heard on WLIB New York, Monday through Friday 12:45-1 p.m. Wire recorder is used for interviews.

Covers Tournament

INVERNESS Invitational 4-Ball Golf Tournament, resumed this year June 20-23 at Toledo, Ohio, was covered with 20 broadcasts by WSPD Toledo.

NBC Safety Series

SERIES of 10 half-hour dramatizations titled "No Happy Ending," emphasizing the importance of traffic safety starts June 29 on NBC, Sat. 5-5:30 p. m.

Participation Series

WEEKLY half-hour "Dinner at the Maxwell House" is being presented by WLAC Nashville, Tenn. Dinner guests are interviewed and quizzed. Prizes are awarded for correct answers.

MRS. ELEANOR ROOSEVELT, chairman of the UN Commission on Human Rights, was heard June 22 on ABC, 2:45 p.m., in an address on "Humanity, an Urgency," at the Stamford Forum on World Peace.

Station Purchases Pair Of Postwar Transmitters

WCBS Springfield, Illinois, now has not only one, but two postwar transmitters. In keeping with its postwar expansion policy, the station recently placed into operation a new RCA 250-L transmitter, replacing the one destroyed by fire last January. New equipment went into operation May 24th.

One week following the installation of the RCA equipment a new Collins transmitter, ordered shortly after the fire, arrived at the station. Both transmitters will be housed in the new WCBS transmitter building following completion of the structure in the fall.

Aid for Veterans

TO DEMONSTRATE a radio station's importance to its community, WIRA Fort Pierce, Fla., new station which began operations May 15, has conducted a campaign to raise money for the four most injured war veterans in that area. After seven broadcasts, totaling 5½ hours air time, $8,477 was received from 679 different contributors.

Programs to Hospital

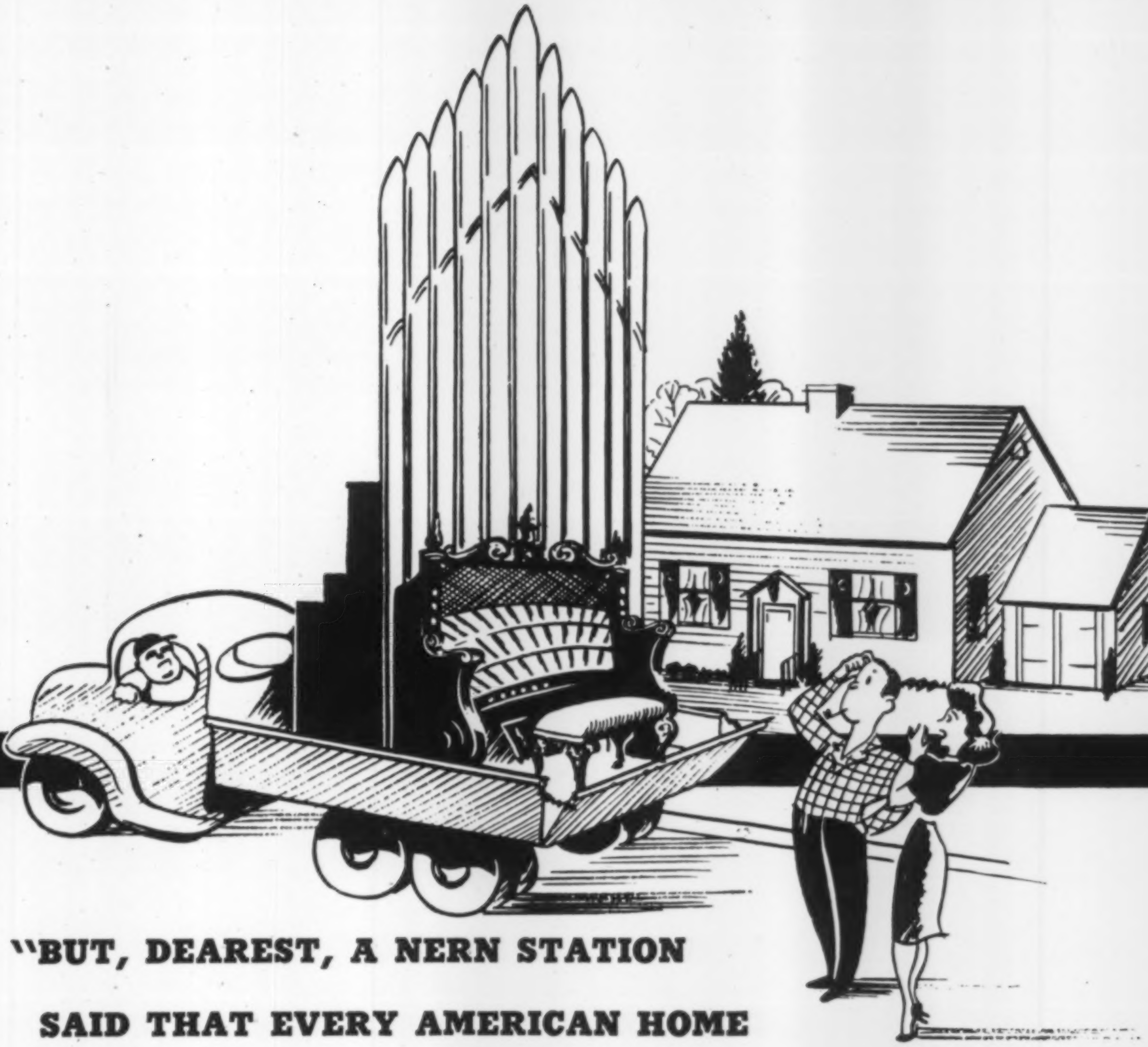
WNBZ Saranac Lake, N. Y., is providing its complete facilities direct to Sunmount Veterans Hospital, Tupper Lake, N. Y., as reception at the institution, peculiarly located in mountainous terrain, is exceptionally poor. Station has leased a telephone line between its transmitter and the hospital. ABC programs, as well as WNBZ broadcasts, are sent to the hospital from 7:30 a.m. to 10:30 p.m. Arrangements were made with the assistance of the New York State Elk's veterans committee and hospital authorities.

Lawsuit to London

EIGHT YEAR old lawsuit involving the Canadian Broadcasting Corp. and Gooderham & Worts Ltd., operators of former CKGW Toronto, is going to the Privy Council at London. Predecessor of the CBC, the Canadian Radio Broadcasting Commission, took over the operation of CKGW as its Toronto outlet in 1933, at a lease of $12,000 a year with understanding that the CRBC would keep the station up-to-date, and that license would be renewable for three year periods. When CBC built CBL Toronto, its first 50 kw outlet, about 1938, it terminated its lease on CKGW's 5 kw equipment at the transmitter site at Bowmanville, Ont. Gooderham & Worts has fought the lease termination through all the Canadian courts and now is taking it to the highest court in the British Empire at London.

Contracts for FM

CONTRACT for complete 10 kw FM station equipment has been placed by St. Louis U. with Federal Telephone and Radio Corp., Newark, N. J. University is owner-operator of WEW St. Louis.



"BUT, DEAREST, A NERN STATION SAID THAT EVERY AMERICAN HOME SHOULD HAVE ONE."

Naturally, it's a necessity — if you want to make great organ music in your home. Listening to NERN stations generates other listening 'musts' which NERN believers accept as gospel truth. The moral is that the head-scratching breadwinner pictured above will immediately turn to his NERN station for new ideas on house alteration and expansion.

NERN STATIONS

	Frequency	Watts	
WBZ	1030	50,000	Boston, Mass.
WCSH	970	5,000	Portland, Maine
WJAR	920	5,000	Providence, R. I.
WLBZ	620	5,000	Bangor, Maine
WRDC	1400	250	Augusta, Maine
WTIC	1080	50,000	Hartford, Conn.

— These stations are NBC affiliates and carry the nation's popular top-ranking shows.

— These stations represent over twice the power of any other combination in the area.

NERN COVERAGE

New England — where 97.4% of the population listens regularly to NERN.

New England — where 8% of the nation's retailed goods are consumed annually

New England — where 11% of the capital resources of U.S banks are held.

NERN TIME

A day-time quarter-hour costs only $296.

No line charges.

Free studio facilities in Boston, Hartford or New York

Nationally represented by
WEED & COMPANY
New York Boston Chicago Atlanta
Detroit San Francisco Hollywood

'WHEN YOU BUY NERN YOU BUY A NETWORK'

nern

HARTFORD, CONNECTICUT

CELEBRATED OPERATOR of a steam shovel on the site of KOMO's proposed new building in Seattle was Comedian Bob Hope. In the cab with him is Martha Wright, guest vocalist on two Seattle appearances, while O. W. Fisher, president of KOMO Inc., stands on the front caterpillar.

Form Fit Signs

FORM FIT, Chicago (women's accessories), has contracted with Music Corp. of America for series of quarter-hour transcribed programs featuring Nancy Martin, which are to be offered to dealers in approximately 50 markets as gratis promotion. Dealers will pay for time on stations of their own choice.

Lannett Co. Is Planning Ad Campaign for Anecal

LANNETT Co., Philadelphia, is planning national advertising campaign to include radio in behalf of its skin cream and new sun tan lotion, both known as Anecal. Schedule is to be completed within the next month, according to Abner J. Gelula & Assoc., Philadelphia, agency handling account.

Currently using 100 spots for summer season on each of the Atlantic City, N. J., stations, WBAB and WFPG, Lannett plans radio in Philadelphia and other markets. Firm is doubling production facilities and is to announce several new products in cosmetic line, for which radio is to be used along with other media. Promotion will be correlated with growth of production and distribution.

Phi Beta Award

AWARD for the best musical program on the air during the current season was presented to NBC's *The Telephone Hour*, Monday, 9-9:30 p.m., by Phi Beta, national professional fraternity of music and speech. Trophy was presented on the June 17 broadcast to Keith S. McHugh, vice president of the American Telephone and Telegraph Co., sponsor of the series, by Marion Bauer, noted music teacher and author.

A MUTUAL STATION

KOCY

Covers Oklahoma City Buying Area—Oklahoma County and Six Adjacent Counties

which covers actually the heart of Oklahoma's buying power comprising Oklahoma City proper, its metropolitan area and the big buying power of these six centrally located counties.

Represented by the Walker Company

COMMERCIAL

JAMES GRANT SANDISON, for more than 13 years salesman of WTMJ Milwaukee, and WTMJ-FM, has resigned to become manager of the new Boston office of Edward Petry & Co. **EARL A. MILLER**, member of the WTMJ engineering staff since 1934, has been appointed to the sales staff of the Milwaukee Journal Co. stations.

JIM COWAN, announcer at WDAY Fargo, N. D., June 24 joins the sales staff of KSTT, new Davenport, Iowa, station.

NORM BURK, salesman of WCAE Pittsburgh, has been awarded his Master of Letters degree in business administration by the U. of Pittsburgh. He is graduate of Yale, class of 1930.

CHARLES G. BURKE, program head of WJR Detroit, has been promoted to station sales manager. Former Detroit and Chicago office manager of Free & Peters, stations representative, Mr. Burke onetime was sales manager of WDAY Fargo, N. D. He has been with WJR for four years.

Mr. Burke

BOB WESSON, spot salesman of KGO San Francisco, has suffered a broken right wrist in a horseback riding accident.

GERALD A. VERNON has been appointed account executive of ABC Central Division. Mr. Vernon entered radio as NBC page boy in July 1937 and went to Chicago as a member of the promotion department in 1940. When the Red and Blue Networks separated in 1942 he was appointed research manager of the Blue in Chicago. In Feb. 1945, Mr. Vernon joined the sales department as a national spot and local salesman and has continued in that capacity until his present appointment.

W. R. CHRISTIAN, sales manager of WSAI Cincinnati, has resigned that post to join Frederic W. Ziv Co., Cincinnati transcription firm, as territorial representative in Washington-Baltimore area. Presently on vacation with his family in his home town of Atlanta, Ga., Mr. Christian returns to Cincinnati July 1 to spend two weeks in the local Ziv office before assuming his new duties. He joined WSAI sales staff in 1940 after 10 years with WGST Atlanta. He was named WSAI sales manager in 1943.

Mr. Christian

AL LEARY, former manager of CKCL Toronto and part-owner of CHUM Toronto, who left Canada because of his health, has opened offices as a radio station representative at 681 Market St., San Francisco.

GLADYS YORK, assistant sales service manager of ABC, has been promoted to sales service manager succeeding **ALFRED BECKMAN** who has resigned to join Buchanan & Co., New York, as timebuyer and business manager of the radio department. **DONALD BUCK**, supervisor of station clearance for ABC, has been named assistant sales service manager.

JOHN S. McNEILL, account executive of KMPC Hollywood, has joined Los Angeles Chamber of Commerce convention bureau.

WHCU Ithaca, N. Y., has appointed Kettell-Carter Agency, Boston, as regional representative in New England and New York State, excluding Greater New York City.

RADIO PANAMERICANA, HOA, HOB and HP5G Panama City, Panama, and Radio Para Ti, TILS San Jose, Costa Rica, have appointed Clark-Wandless Co., New York, as exclusive sales representative in the U. S.

ELMER C. WOLF, for three years controller of Bamberger Broadcasting Service, licensee of WOR New York, effective Aug. 1 resigns that position to rejoin the corporate controller's office of R. H. Macy & Co., New York, in an executive capacity. Previous to his association with WOR, Mr. Wolf was special assistant to the treasurer of L. Bamberger & Co. Succeeding Mr. Wolf will be **CURT A. HEUSER**, formerly of Price, Waterhouse & Co., Boston, who joined WOR June 3.

KNOX LA RUE of the New York sales staff of George P. Hollingbery Co. is the father of a girl, Ann Elizabeth, born June 15.

Upcoming

June 20-22: National Industrial Advertisers Assn. Convention, Hotel Claridge, Atlantic City, N. J.

June 22-23: Annual Field Day Test for ARRL amateurs, held throughout country.

June 24-28: Pacific Advertising Assn., Annual Convention, Spokane, Wash.

June 25: NAB News Clinic, Oregon Stations, Benson Hotel, Portland.

June 25: NAB FM Executive Committee, Ambassador Hotel, New York.

June 27: NAB News Clinic, Washington Stations, Senate Conference Room, State Capitol, Olympia.

June 28: NAB Convention Committee, Chicago.

July 1-2: NAB Program Executive Committee, Drake Hotel, Chicago.

July 9: FCC Hearings on ABC proposed stock issue; acquisition of King-Trendle Broadcasting System, et al), FCC Hqtrs. Washington.

July 12-13: Creighton U. Radio Education Institute, Omaha. **July 15-16:** NAB Music Advisory Committee, Waldorf-Astoria New York.

July 16: RMA Subcommittee Meeting on tentative plans for National Radio Week in 1946, Chicago. **July 17-18:** Freedom of Radio Committee, Waldorf-Astoria, New York.

July 25: Opening of six-week course of NBC-Northwestern U. Summer Radio Institute.

RCA Set Service

RCA has notified the owners of RCA television receivers that if they are experiencing interference from FM stations operating in the new upper FM band the company will furnish and install wave traps for the nominal sum of $10, or without additional charge if the setowner has paid RCA $30 to modify his set for new television frequencies.

EXCLUSIVE COVERAGE OF THE CHAMPLAIN VALLEY AREA

WCAX BURLINGTON

VERMONT'S ONLY CBS STATION

1000 WATTS • FULL TIME

TELEFAX—WORLD'S FASTEST, MOST ACCURATE COMMUNICATIONS...

BY RADIO TO HOMES—Finch self-synchronizing Telefax (Facsimile Equipment) enables broadcasters to transmit and homes to receive facsimile copies of anything that can be printed or written on paper . . . a complete Air Press Service of news, photos, market reports, box scores, printed and illustrated advertising . . . by radio! The present rate of speed is 2760 square inches of text matter per hour—equal to about 30,000 words. Reservations for equipment are now being made . . . make yours NOW, to be first in your territory!

BY RADIO OR WIRE TO EVERYWHERE
With Telefax (Finch Facsimile) written or printed messages can be exchanged as by some "instant courier" between any two points, mobile or fixed, far or near, which can be connected by electric circuits. The messages as received are exact *facsimiles* of the original—complete in every detail of text or illustrations, and entirely free of errors in transmission. The rate of speed in words per minute far exceeds old-style telegraphic printing, and 100% accuracy is assured.

Air Press
Air Press
Air Press

TELEFAX (FINCH FACSIMILE) gives you a new, faster, more flexible and completely accurate means of communication, with higher speeds, greater economy and total freedom from mistakes in transmission. It opens up rich new fields for broadcasting, will assuredly replace with better service hitherto accepted methods of transmitting intelligence by wire. Write for folder giving full information, and list of principal Finch patents covering all important phases of Facsimile. Finch Telecommunications, Inc., 10 East 40th Street, New York 16, N. Y.

self-synchronizing
finch facsimile

PRODUCTION

PAUL E. LUCAS, production manager of WTIC Hartford, Conn., has been promoted to assistant program director. He is succeeded as production manager by **GEORGE BOWE**, member of production staff and program m.c. **BERNARD MULLINS**, chief announcer, has been named manager of special programs and **FRED WADE**, production staff member, is now manager of auditions.

SYDNEY MASON, freelance announcer formerly with WIRE Indianapolis as production manager and announcer and in western and midwest radio for a number of years, has been signed by WIBC Indianapolis as producer, announcer, narrator and actor. He succeeds **EASY GWYNN**, now with WOL Washington [BROADCASTING, June 17].

JACK O'DELL, special events and news editor for WCFL Chicago, assumes title of production director for the Chicago American Federation of Labor station effective June 23. Position has been held by **ROY FRANKLIN**, who also acts as program director. Other personnel additions to WCFL include **FRANK McGIVERN** and **MALCOLM BELLAIRS**, both of whom return to the station announcing staff after military discharge.

RONALD DAWSON, staff director of CBS New York, again has been signed by Feagin School of Drama in Radio City to conduct summer course in radio production and direction.

HOWARD WILLIAMS has returned to the announcing staff of WINX Washington. **GENE WILSON**, with whom he had worked on the West Coast while in service with **AFRS**, has been appointed assistant producer by **WINX**. While overseas Mr. Williams was program director of station at Myilkyna.

BOB KELLEY, former WGAR Cleveland sports director, has joined KMPC Hollywood as sports editor following discharge from Navy.

Mr. Maschmeier

HOWARD W. MASCHMEIER, civilian radio and AFN veteran, has been appointed program director of WRAL Raleigh, N. C. During the war, using name of Bill Howard, was program manager of AFN at Nancy and Normandy. Previously he had been with WSPD Toledo, Ohio, as writer-producer and with WRRN Warren, Ohio. He succeeds **RAY REEVE**, sports editor of WRAL, who also has been named sales manager. Added to announcing staff is **JOHN RANDOLPH**, former news editor on a Tobacco Network show.

MAURICE DREICER, theatre and night club reviewer on nightly "New York Panorama" program of WWRL Woodside, N. Y., has prepared an album of recordings, "Key Hints to Successful Speech," to be released in the fall for public sale.

JOHN W. (Moose) MIDGLEY, copy chief of WCBS Springfield, Ill., June 23 married Beverly Bowers in Louisville, Ky.

PHILIP BECKER returns to WTIC Hartford, Conn., as chief announcer after service as Army Signal Corps captain in charge of broadcasting in American Expeditionary stations in the Persian Gulf Command and in Rome.

WARD GLENN, formerly with WKMO Kokomo, is new addition to the announcing staff of WOWO Fort Wayne, Ind.

MARTHA JOYCE, known on the air as Ann Heath, has been added to the talent staff of WGL Fort Wayne, Ind. She takes over afternoon women's feature, "Graceful Living," formerly handled by **GRACE CARLSON**.

MARGE SHELDON, member of the continuity department of WGL Fort Wayne, Ind., has been granted six weeks' leave of absence to attend NBC-Northwestern Summer Radio Institute.

BUD RAINEY, who is recuperating from injuries sustained in a fall several months ago, has resumed at WTIC Hartford, Conn., as m.c. of weekday "Reveille" program

JOYCE OREM, record librarian at WIP Philadelphia, is leaving the station and is to be replaced by **TOM HENNESSEY**, assistant announeer on "Dawn Patrol" program. **ROBERT MOFFIT** replaces Mr. Hennessey on that program.

SAM WOOD, formerly of WCAM Camden, N. J., has joined WIP Philadelphia as announcer.

DICK LOW, released from the Navy as a lieutenant and former manager of Yale U. station WOCD, has joined KOAD Omaha, FM station of KOWH, as producer.

DR. ERNEST DICHTER, CBS consulting psychologist on programs, has completed a book, "Psychology of Everyday Living," to be published by Barnes & Noble, New York, in September. Book explains why people buy advertised products and use them and why people listen to radio programs.

NORMAN RANDOLPH FIELD, Hollywood actor-producer, starts a day and night course in radio and dramatics at U. of California Extension Division in Los Angeles on June 25.

IRA DILWORTH, CBC regional representative for British Columbia, has been named chairman of the committee which is to form the Arts Council of Vancouver.

GEORGE EDWARD, announcer at WPEN Philadelphia, has undergone an operation in Monmouth (N. J.) Memorial Hospital.

JIMMY LEONARD, program director of WSAI Cincinnati, is the father of a boy.

KATE SMITH, from July 1 through Sept. 27 will broadcast her weekday "Kate Smith Speaks" program, sponsored by General Foods Corp., New York, on CBS, from her summer cottage on Lake Placid, N. Y. **TED COLLINS**, producer of the show, and his family will also summer on the lake. Agency is Benton & Bowles, New York.

MAGGIE McNEILLIS, NBC women's commentator, and **CLYDE NEWHOUSE** of the Newhouse Art Galleries, New York, are to be married today (June 24) in New York.

JACK BENNY, NBC comedian, is spending summer away from radio by entertaining occupation troops in Japan.

HOWARD MOSER, discharged from Army and former announcer of KRE Berkeley, has joined KIEV Glendale, Calif.

WALTER ARNOLD and **DOUGLAS S. McKELLAR**, following discharge from armed services, have rejoined announcing staff of KECA Hollywood.

PAT KELLY, KFI Los Angeles writer-producer, is to teach summer radio classes at U. of California, Los Angeles.

HARRY VON ZELL, announcer-comedian, is organizing his own independent Hollywood motion picture unit, to produce a series of westerns starring himself and Bob Steele.

VERN MOORE has replaced **BILLY PHILLIPS** as chief announcer of KIDO Boise, Idaho.

KEN HIGGINS, writer-producer of KFI Los Angeles, is the father of a girl born June 11.

GLENN TAYLOR, announcer of WTOP Washington, is the father of a boy.

FRANKLIN CORBIN has been appointed librarian of CFNB Fredericton, N. B., replacing **ARDENA PAISLEY**, on leave of absence because of sickness. **PATRICIA WRIGHT**, new to radio, has joined the script department of CFNB. War Veteran **BERNARD OLIVER** and **JOHN HOUGH** have been added to the announcing staff.

STATION BREAKS wait for no man. So when Phil Ellis, senior announcer of WPTF, Raleigh, N. C., was caught with his infant twin daughters in arm, all three made the announcement, the young ladies in their own dialect.

HUGH WALLACE, discharged from the Canadian Army after four years of service, has returned to the continuity department of CKMO Vancouver, B. C. **JACK TREGALIS** has joined the announcing staff.

BRUCE SMITH, out of the Canadian Army after four years of service, part of which was with Canadian Armed Forces Radio Service in Holland and England, has joined announcing staff of CHUM Toronto.

CAMPBELL RITCHIE, discharged from the Canadian Army as major after serving since 1942, and last two years with Allied Expeditionary Forces Program, has been named director of programs and production of CKLW Windsor-Detroit. Mr. Ritchie started with CKLW in 1936.

KEN HEADY, after two years in the armed forces, has rejoined KCMO Kansas City as production director. In service he was production director for entire American Forces Network.

VAN BUREN W. De VRIES, member of the production staff of WMAL Washington, is author of a feature article in current American Forests magazine titled "A Dam for the Yangtze."

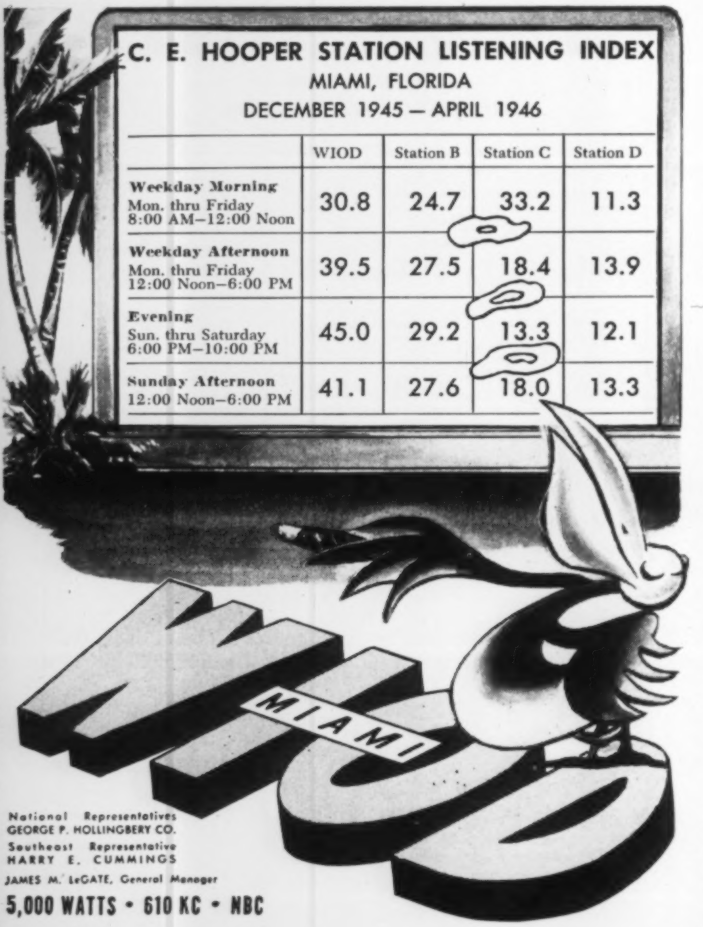
PARKE BLANTON, more than four years in the Army, has returned to the continuity staff of WBNS Columbus Ohio. He served in Pacific theatre.

HELEN (Bunny) NILES, formerly with KFQD Anchorage, has joined KFAR Fairbanks, Alaska, as program director. She replaces **DOROTHY ANN SIMPSON**, who resigned to accept a position in China.

JIMMY GREGORY, production manager of WAGA Atlanta, Ga., who was stricken ill suddenly, is in St. Joseph's Infirmary, Atlanta.

GEORGE W. NORWIG, announcer at WKIP Poughkeepsie, N. Y. for a year following release from armed forces, has been appointed chief announcer at WTIK Durham, N. C., new station, effective July 1.

BRIG. GEN. KEN R. DYKE, former NBC director of research and promotion, has arrived in San Francisco from Yokohama. He has been chief of civil information and education for General MacArthur. General Dyke goes to Washington this week to terminate Army service.



C. E. HOOPER STATION LISTENING INDEX
MIAMI, FLORIDA
DECEMBER 1945 — APRIL 1946

	WIOD	Station B	Station C	Station D
Weekday Morning Mon. thru Friday 8:00 AM–12:00 Noon	30.8	24.7	33.2	11.3
Weekday Afternoon Mon. thru Friday 12:00 Noon–6:00 PM	39.5	27.5	18.4	13.9
Evening Sun. thru Saturday 6:00 PM–10:00 PM	45.0	29.2	13.3	12.1
Sunday Afternoon 12:00 Noon–6:00 PM	41.1	27.6	18.0	13.3

National Representatives
GEORGE P. HOLLINGBERY CO.
Southeast Representative
HARRY E. CUMMINGS
JAMES M. LeGATE, General Manager
5,000 WATTS • 610 KC • NBC

An All-Time Favorite

G'BYE NOW

Published by
BROADCAST MUSIC, INC.
• • •
Performance Rights
Licensed Through
BMI

BROADCAST MUSIC, INC.
580 Fifth Ave., New York 19, N.Y.

"It's a cozy house, but sometimes I feel that the living room is a trifle cramped"

"Building Boners" just aren't made by people who listen to "The Question Before The House." Sponsored by the Hartford Electric Light Company over Station WTIC, through its agency, Baker, Cameron, Soby & Penfield, Inc., this program offers professional advice to present and prospective home owners, pointing out the problems and pitfalls of haphazard home planning and remodeling.

Thousands of letters and inquiries from listeners throughout Southern New England have been expertly answered on the air by "The Question Before The House," and in recognition of a job well done it was named a top public service program in its area by Billboard's 1946 Annual Radio Editors' Poll.

Such successful blending of salesmanship and public service is one of the reasons why Station WTIC is held in such high regard by its listeners. And when you consider where those listeners are . . . in the prosperous Southern New England Market . . . you know why Station WTIC is held in equal favor by its advertisers.

WTIC

US 1

50,000 WATTS

DIRECT ROUTE TO SALES IN
Southern New England

The Travelers Broadcasting Service Corporation
Affiliated with NBC
and New England Regional Network

Represented by WEED & COMPANY,
New York, Boston, Chicago,
Detroit, San Francisco and Hollywood

THE VOICE OF MISSISSIPPI
WJDX
5,000 D
1,000 N
JACKSON
N. B. C.

$23,474,000 ON THE DOTTED LINE

With $23,474,000 on the dotted line in industrial contracts awarded the first three months of 1946, Mississippi stands second in a list of 16 Southern and Western States.

Alert advertisers will see the Number One opportunity offered by Mississippi's industrial expansion.

WJDX — the DOMINANT "Voice of Mississippi" effectively, efficiently covers this growing market.

Owned and Operated by
LAMAR
LIFE INSURANCE
COMPANY
JACKSON MISSISSIPPI

The Nunn Stations
SERVE AND SELL IN
5 GROWING MARKETS
- WMOB—ABC *Mobile, Ala.*
- WBIR—ABC *Knoxville, Tenn.*
- WLAP—ABC *Lexington, Ky.*
- KFDA—ABC *Amarillo, Tex.*
- WCMI—CBS *Ashland, Ky. Huntington, W. Va.*

ALLIED ARTS

LARRY ROTHMAN, released from the Army as lieutenant after more than four years of service, has joined Public Relations Research Service, Pittsburgh. He is former program director of WALB Albany, Ga.

FLETCHER S. UDALL, formerly Navy commander and previously in agency field on the Pacific Coast, has been named by American Association of Advertising Agencies to head council, chapter and membership activities. **R. TOBEY CLARK**, formerly with Kenyon & Eckhardt, New York, has been added to media relations staff.

JULIE SORENSON has resigned from Ted Bates Agency, New York, to join Ford Bond Radio Productions, that city, as executive secretary. **SUE KENNEDY** has resigned as director of package products programs for Ford Bond to accept an overseas assignment.

RAYTHEON Manufacturing Co., New York, has opened surplus property division offices and sales display on 53d floor of Lincoln Bldg., 60 E. 42d St.

JOHN W. WHITE, president of Westinghouse Electric International Co., has been named director general of Industria Electrica de Mexico, privately owned firm capitalized last fall and in which Westinghouse is a substantial stockholder. Industria Electrica plans to acquire established agencies handling importation and sale of American electrical products in Mexico and to build a modern plant for the manufacture of electrical products under Westinghouse licenses.

ART PRIMM, former Pacific war correspondent and network newscaster, has established Radio Productions Inc., Fresno, Calif., with temporary offices at 732 Fulton St. Specializing in origination and production of programs, new firm is associated with Hunter Scott Adv. Mr. Primm is former Pacific news bureau chief for MBS San Francisco.

Mr. Nicoll

OLIVER W. NICOLL has been appointed director of program development of Cosmopolitan Records Inc., New York. During the war deputy chief of broadcasting in ETO for OWI and director of programs and production for ABSIE, Mr. Nicoll has been network and transcription producer-director and Broadway producer. He also has directed and staged opera and managed symphony orchestras and concert soloists. For Cosmo he will inaugurate a classical music department and be in charge of all creative and original material. Mr. Nicoll also is co-partner in Radio Features of America.

MRS. EDWARD RUPP, with WCKY Cincinnati for about 10 years, has been named head of the traffic and promotion department of The Fred A. Palmer Co., that city, consultant on station management and operation. Mrs. Rupp has been head of the continuity department of WCKY.

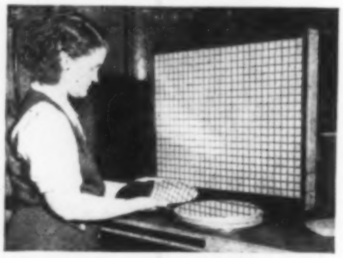
SAM MOORE, president of Radio Writers Guild, has been in New York for a week presenting union's demands to American Association of Advertising Agencies.

CHRIS LYKKE, former city editor of San Francisco News and more recently Pacific Coast regional director of OPA, has established advertising and public relations offices in the Monadnock Bldg., that city.

IMPERIAL RADIO PRODUCTIONS, Toronto, has been appointed Canadian representative for Carlton E. Morse's new program "Adventures by Morse."

ADMIRAL Corp., Chicago, has appointed three regional managers to head newly created territories. They are: **E. M. PERKINS**, Boston, northeastern region, **J. F. GILBARTE**, Cleveland, central region; **P. R. DYE**, Milwaukee, midwestern region.

FRANK GOLDBERG, governing director of Goldberg Advertising and Public Relations Ltd., English-Australian firm, has been named a vice president of American Public Relations Assn. He will be responsible for the development of the newly established APRA Australia-New Zealand Division.


MIRRORGRAPH of Audio Devices Inc., New York, being inspected by one of the company inspectors. Recording disc base at left reflects its own lack of flatness as shown by wavy graph lines. Top disc of stack at right, which accurately mirrors graph lines, is perfectly flat and fit for lacquer coating. The mirrorgraph was conceived by William C. Speed, Audio Devices president, as a means of detecting imperfect recording bases before being lacquer-coated into recording blanks.

WILLIAM M. AMUNDSON, for three years news director of KWK St. Louis, has joined Thomas W. Perry & Assoc., St. Louis public relations counsel.

GORDON KINNEY of the radio division of The Advertising Council, New York, has been awarded the U. S. Treasury Dept. Silver Medal for work in behalf of the war finance campaigns.

CHARLES MICHELSON, Inc., New York, has announced the completion of a new package show, "The Adventures of Frank Merriwell," based on books by Burt L. Standish. Gilbert and Ruth Braun have adapted stories for radio and will direct program designed for a half-hour, once-weekly presentation.

JACK LLOYD, radio actor and head of his own package production firm, International Radio and Television Features, New York, July 19 leaves for the West Coast on an extended business trip.

WILLIAM C. NEU, for six years in the advertising-production department of General Electric Co., has been appointed advertising production manager for Columbia Recording Corp., Bridgport.

DONALD REDMOND, national manager of radio and television service for Philco Corp., has been appointed by Westinghouse Electric Corp. Home Radio Division as northwestern Pacific district manager with headquarters in Seattle.

RALPH P. GLOVER has been appointed by Technology Instrument Co., Waltham, Mass., as technical representative in Chicago area. Mr. Glover will continue his general consulting engineering practice.

FRANK A. RUDOLPH, former manager of the Greenwich, Conn., laboratory of Aireen Manufacturing Corp., has been elected vice president in charge of sales of Ripley Co., Torrington, Conn., maker of electronics equipment for laboratory and industrial use.

Plough Promotions

FIVE officers of Plough Inc., Memphis, have been advanced to vice presidencies. They are: Ramon R. Diaz, in charge of foreign sales; Charles S. Drane, in charge of advertising; J. Calvin Ozier, administrative; James E. Robertson, administrative and in charge of sales; Harry B. Solmson, administrative. Charles A. Harrelson has been advanced to secretary-treasurer. Plough Inc. owns WMPS Memphis.

Just Testing

CONFIDENCE in WIOD Miami was *not* rewarded a fortnight ago when the station threw a trusting listener completely off schedule. A WIOD fan reported to the station that he doesn't have an alarm clock, but keeps his radio on all night, tuned to the 610 kc of WIOD, so that when the station comes on at 6 a.m., he is awakened. But on June 11, he got up on his regular signal from WIOD, dressed and was about to have breakfast when WIOD signed off. He was confused, as he hadn't been listening to what was on the air at the time. He was even more confused when he looked at his watch and saw it was 3:50 a.m. After calling the station, he found that on the second Tuesday of each month, WIOD conducts a test for the FCC in the "wee small hours"—and that was it.

British Actors Equity Wants BBC Competitor

A COMPETITIVE broadcasting system to vie with BBC was suggested last week in London by British Actors Equity, according to the New York *Herald Tribune*. Means of establishing the rival system have not yet been devised, but the actors have appointed a committee to consider the best means of procedure. The competitor would be also Government-controlled, as the actors decided against commercial radio.

Reason for wanting the second system, said the *Tribune*, is a need for higher talent fees. The actors are protesting that to earn an equal amount on BBC that could be earned on the stage in a week, an actor must work for three weeks on the air or in television.

BILL SNYDER, former CBS Hollywood chief of guest relations, has been named manager of network's mimeograph and script department. He replaces **VIOLET HELGREN O'KEEFE**, who resigned after 10 years.

WJTN
JAMESTOWN, N. Y.
Voice of the rich Chautauqua Region
Represented by
RAMBEAU
ABC NETWORK

The Collins 6M...A Modern program amplifier for progressive broadcasters

If you are planning an up-to-date, forward looking broadcast station or recording studio, or if you are modernizing the one you have, the Collins 6M high fidelity program amplifier will fit into your plans. The thorough engineering that has gone into its design and development is evident in its outstanding performance in both AM and FM applications.

Utilizing choice quality components, conservatively operated, the 6M amply fulfills the requirements for dependable, continuous duty. The self-contained power supply will furnish power for the 6M itself and as many as five preamplifiers. One of the two meters indicates the 6M output in VU; the other measures the power supply voltage and the current drain of the 6M and preamplifiers.

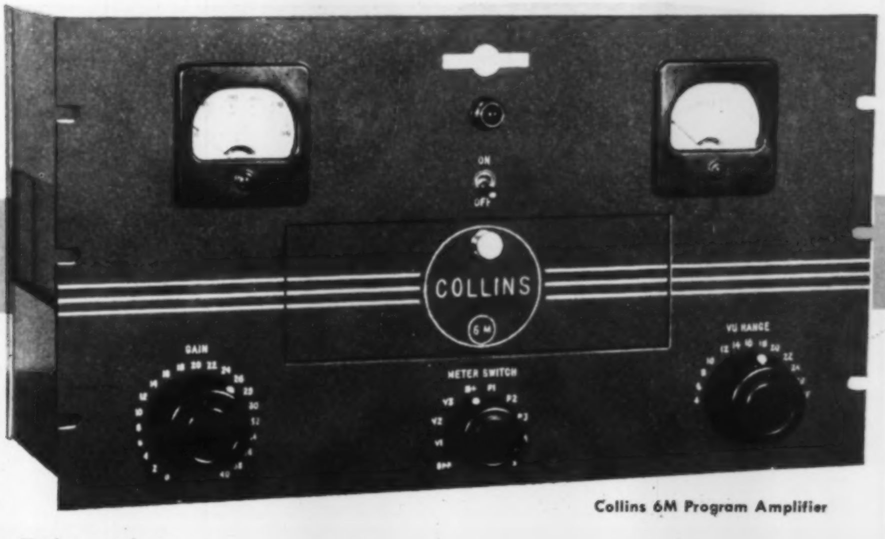
Emphasizing high performance, accessibility, and reliability, the 6M will make a valuable and practical contribution to the quality of your station or studio. Write today for an illustrated bulletin.

SPECIFICATIONS:

Frequency response: 30-15,000 cps ± 1.0 db
Noise level: − 60 db. from program level
Distortion: Less than 1% at normal program level
Input impedance: 50/250/600 ohms
Output impedance: 600 ohms
Input level: − 50 to −10 dbm
Output level: −10 to +30 dbm
Mounting dimensions: 19″ w, 10½″ h, 7½″ d
Power source: 115 volts a-c, 60 cps
Finish: Metallic gray or black wrinkle

COLLINS RADIO COMPANY
Cedar Rapids, Iowa
11 W. 42nd Street, New York 18, N. Y.
458 S. Spring Street, Los Angeles 13, California

FOR BROADCAST QUALITY, IT'S . . . COLLINS



Collins 6M Program Amplifier

This week on KFI

THE PIANIST TAKES THE PRIZE

After the final broadcast of the 1945-1946 "KFI-HOLLYWOOD BOWL YOUNG ARTISTS COMPETITION" last Monday from 9:30-10 p.m., five eminent musical personages who had acted as judges for the series retired to a KFI Conference Room to choose the winning instrumentalist. Since November 15th, 1945, forty highly talented artists had appeared on the weekly concert broadcasts over KFI in competition for a paid solo performance in Hollywood Bowl with Leopold Stokowski on August 25th of this year. Considering the superb quality of the artistry of these youngsters, the judges found it no simple matter to pick the winner. In fact, it was only after some five hours of deliberation that the seventeen year old pianist, Lillian Magidow, was awarded the decision. She is a former pupil of Olga Steeb and is at present studying with Lillian Steuber.

OTHER AWARDS

The Committee of Judges also awarded a $300 Scholarship to Shirley Kagan and a $200 Scholarship to Andre Previn. Both are pianists. Miss Alta Grimes, cellist, received an Honorable Mention Award and thirteen year old Jack Browning, pianist, took top honors in the Junior Division of the YOUNG ARTISTS COMPETITION which was accompanied by a $250 Scholarship. The program series is a Public Service presented jointly by Station KFI and the Hollywood Bowl Association.

CLEAR CHANNEL
640 KILOCYCLES KFI 50,000 WATTS
Earle C. Anthony, Inc.
NBC for LOS ANGELES
Represented Nationally by Edward Petry and Company, Inc

SPONSORS

CLARENCE FRANCIS, chairman of the board of General Foods Corp., New York. June 25, 5:15-5:30 p.m. will be heard on CBS when he addresses the 40th anniversary meeting to commemorate the Original Federal Food and Drugs Act of 1906. Subject of Mr. Francis' address will be "The National Food Drug and Cosmetic Law, Instituted by the 1906 Act—Its Basic Value to the Food Industry." Presented under auspices of the American Bar and other organizations including the General Federation of Women's Clubs and the National League of Women Voters, broadcast will originate in the meeting hall of the New York City Bar Assn.

A. MOODY & Co., Los Angeles (mattress manufacturer), July 2 starts sponsoring "Erskine Johnson In Hollywood" on KHJ Hollywood twice weekly and will expand to include other Don Lee Pacific stations following brief test. Agency is Lester C. Nielson Co., Los Angeles.

UTILITY APPLIANCE Corp., Los Angeles (manufacturer cooling and heating equipment), has purchased Gaffers & Sattler, Vernon, Calif., (stoves, refrigeration), and Occidental Stove Co. Irvington, Calif. (stoves). Administration of three firms will be consolidated under Utility.

H. W. REYNOLDS, assistant general counsel of Colgate-Palmolive-Peet Co., has been appointed general counsel succeeding **MASON TROWBRIDGE**, who retires after 30 years with firm.

EDWIN B. DE MESQUITA after service with the Navy as lieutenant and before that associate advertising director of the American Safety Razor Corp., New York, has returned to the firm and been appointed assistant to the executive vice president.

THE SQUIRT Co., Beverly Hills, Calif., (bottled grapefruit beverage), has appointed Ruthrauff & Ryan, Hollywood, to service account. Spot radio will be used. New advertising and sales promotion program will be presented during Squirt bottlers annual convention in Miami on Nov. 18.

E. O. ANDERSON Co., Santa Monica, Calif., (Shontex shampoo, hair conditioner), expanding into midwest market, July 2 starts twice weekly participation in Gold Coast Rhythm on WBBM Chicago. Contract is for 13 weeks. Firm also sponsors twice weekly Fulton Lewis jr. on eight Don Lee Pacific stations. Agency is Barton A. Stebbins Adv., Los Angeles.

THE BORIS-CALIFORNIA Co., Hollywood, promoting new service of merchandising packed California food items to all world points, is planning an extensive fall campaign which will include spot radio along with other media. Agency is Henry H. Sterling Inc., Los Angeles.

CURRY ICE CREAM Co., Los Angeles (retail chain), in a 26 week campaign which started June 14 is using a weekly schedule of spot announcements on seven local area stations. Agency is Dan B. Miner Co., Los Angeles.

C. MERRILL HALVERSON, who prior to war operated his own San Francisco agency, has been appointed sales and advertising director of Carosanti Co., Los Angeles (perfume manufacturer).

BROOKS CLOTHING Co., Los Angeles, operating 15 stores in California, June 16 started sponsoring weekly quarter hour "Radio News Weekly" on KFI Los Angeles. Contract is for 52 weeks. Agency is Stodel Adv., Los Angeles.

MONOGRAM PICTURES Corp., Los Angeles, has appointed Brisacher, Van Norden & Staff, Los Angeles, to handle national radio advertising campaign for film "Suspense."

BRIARWOOD Corp., Palo Alto, Calif. (Bryson Pipes), has appointed Hannah Adv., San Francisco, to service account nationally. Walston, Hoffman & Goodwin, San Francisco (stock brokers), has also appointed that agency to handle advertising and currently is sponsoring daily ticker tape reports of stock sales and business news highlights on a local station.

TONI Inc., St. Paul, Minn. (Toni hair wave), July 1 starts for 52 weeks 15-minute participation in "Meet the Missus" on 17 CBS western stations, Mon.-Wed.-Fri. 1:45-2 p.m. (PST). Agency is J. Walter Thompson Co., Chicago.

Adopted

JOSEPH MARTINSON & Co., New York (Martinson's coffee), June 17 for six weeks started 20 spot announcements weekly on WQXR New York using the theme "Love That Coffee," taken from the advertising slogan "Love That Soap," in Frederic Wakeman's latest novel, "The Hucksters." Agency is Al Paul Lefton Co., New York.

CHAMP LABORATORIES Corp., Toronto (proprietary), plans to extend weekly "Scrap Book" program in September to a national list of Canadian stations. Until summer layoff program has been on CFRB Toronto. Agency is J. J. Gibbons Ltd., Toronto.

GENERAL FOODS Ltd., Toronto, has returned to Canadian radio after dropping network programs last autumn. General Foods is now using one-minute live and transcribed spot announcements on a varying schedule from two to five daily six days weekly on western Canadian stations. Campaign is for Certo for June on CJOR and CKWX Vancouver, for Maxwell House coffee from July 1-Sept. 27 on CJOR and CKWX, and for Grape Nuts and Grape Nuts Flakes from July 1-Sept. 27 on CJVI CJOC CJCA CFCN CJOR CKWX. Agency is Baker Adv., Toronto.

MARY ELLEN BEAUTY PREPARATIONS, Toronto, has started thrice weekly spot announcements on five Ontario stations. Agency is Frontenac Broadcasting, Toronto.

MUSTEROLE Co. of Canada, Toronto Sept. 2 starts flash announcements for 26 weeks, five days weekly, on a number of Canadian stations. Agency is Erwin, Wasey of Canada, Toronto.

COLGATE-PALMOLIVE-PEET Co., Toronto (Veto deodorant), plans to start late in June or early July 12 weekly flashes on a number of stations across Canada. Agency is L. J. Heagerty & Assoc., Toronto.

LAURA SECORD CANDY SHOPS, Toronto (chain stores) on Sept. 23 to April 25 sponsors Rex Battle, pianist, on seven Ontario and Quebec stations, Mon. and Fri. 7:45-8 p.m. Agency is Cockfield Brown & Co., Toronto.

DOMINION GOVERNMENT, Wartime Prices and Trade Board, Ottawa (ration regulations and news) July 1 to Dec. 27 sponsors "Household Counsellor," on 49 Canadian stations, Mon.-Fri. 11:40-11:45 a.m., with repeat for Atlantic region 1:55-2 p.m., for Pacific region 2:40-2:45. Agency is MacLaren Adv., Toronto.

CANADIAN NATIONAL CARBON Co., Toronto (Prestone anti-freeze) on Oct. 21 starts six weekly spot announcements on eastern Canadian stations. Agency is Locke Johnson Co., Toronto.

DAWN PUBLISHING Co., Toronto (religious), has started five minute transcribed program weekly on a number of Canadian stations. Agency is Broadcast Advertising and Sales, Toronto.

THE PERFEX Co., Omaha (Perfex cleaner), is sponsoring "Stamps All-Star Quartet" 11:30 a.m. Monday through Friday on KWFT Wichita Falls, Tex.; and "Blackwood Brothers Quartet" Monday through Friday 7:15 a.m., on KLRA Little Rock, Ark., and also five weekly 7:30 a.m. on KMA Shenandoah, Iowa. Agency is Buchanan-Thomas Adv. Omaha.

Concert Preview

DESIGNED to give metropolitan New York concert-goers a preview of artists, orchestras and music to be featured each week at the Lewisohn Stadium concerts, WLIB New York, June 24, starts "Stadium Stars," Mon. 7:10-8 p.m. Conducted by Joan Lohrey of Columbia Concerts, series includes roundup report of star performers and musical works with guest interviews.

NETWORK ACCOUNTS

New Business

R. B. SEMLER, Inc., New Canaan, Conn. (Kreml Hair tonic), July 1 starts for 52 weeks "Jack in All Trades" on CBS western stations, Mon. 8-8:30 p.m. (PST). Agency: Erwin, Wasey & Co., N. Y.

42 PRODUCTS, Inc., Los Angeles (hair oil, shampoo), June 18 started for 52 weeks, "Bob Garred News" on 17 CBS western stations, Tues.-Thurs.-Sat. 4:45-4:55 p.m. (PST). Agency: Brisacher, Van Norden & Staff, Los Angeles.

IMPERIAL TOBACCO Co., Montreal (Sweet Caporal cigarettes), July 5 starts for 13 weeks "Sweet Cap Summer Show" on 36 CBC Dominion network stations, Fri. 9:30-10 p.m. Agency: Whitehall Broadcasting, Montreal.

FOOD CONSERVATION COMMITTEE, Ottawa (food for Europe) June 20 to Sept. 12 sponsors "This Hungry World" on 24 CBC Trans-Canadian network stations, Thurs. 5-5:15 p.m., with repeat for Atlantic region Fri. 2-2:15 p.m. Agency: Canadian Adv., Montreal.

Renewal Accounts

PROCTER & GAMBLE Co., Cincinnati (all products), July 1 for 52 weeks renews "Jack Smith Show," on CBS Mon.-Fri. 7:15-7:30 p.m. Agency: Dancer-Fitzgerald-Sample, N. Y. For Lava, firm July 4 renews for 52 weeks "FBI in Peace and War," Thurs. 8:30-8:55 p.m. on CBS. Agency: The Biow Co., N. Y.

THE BORDEN Co., New York (all products), July 5 renews for 52 weeks "Tommy Riggs and Betty Lou" on CBS, Fri. 7:30-8 p.m. Agency: Young & Rubicam, N. Y.

COLGATE-PALMOLIVE-PEET Co., Jersey City (Colgate tooth powder and Halo shampoo), July 2 for 52 weeks renews "Colgate Theatre of Romance" on CBS, Thurs. 8:30-8:55 p.m. Agency: Sherman & Marquette, Chicago. C-P-P (Super Suds) on July 7 for 52 weeks renews "Blondie" on CBS, Sun. 7:30-8 p.m. Agency: William Esty & Co. N. Y.

NORTHERN ELECTRIC Co., Montreal (radio sets, electrical appliances), Oct. 7 renews for 13 weeks "Northern Electric Hour on 35 CBC Dominion network stations, Mon. 8-8:30 p. m. with repeat 12-12:30 a. m. to Pacific coast. Agency: Harry E. Foster Agencies, Toronto.

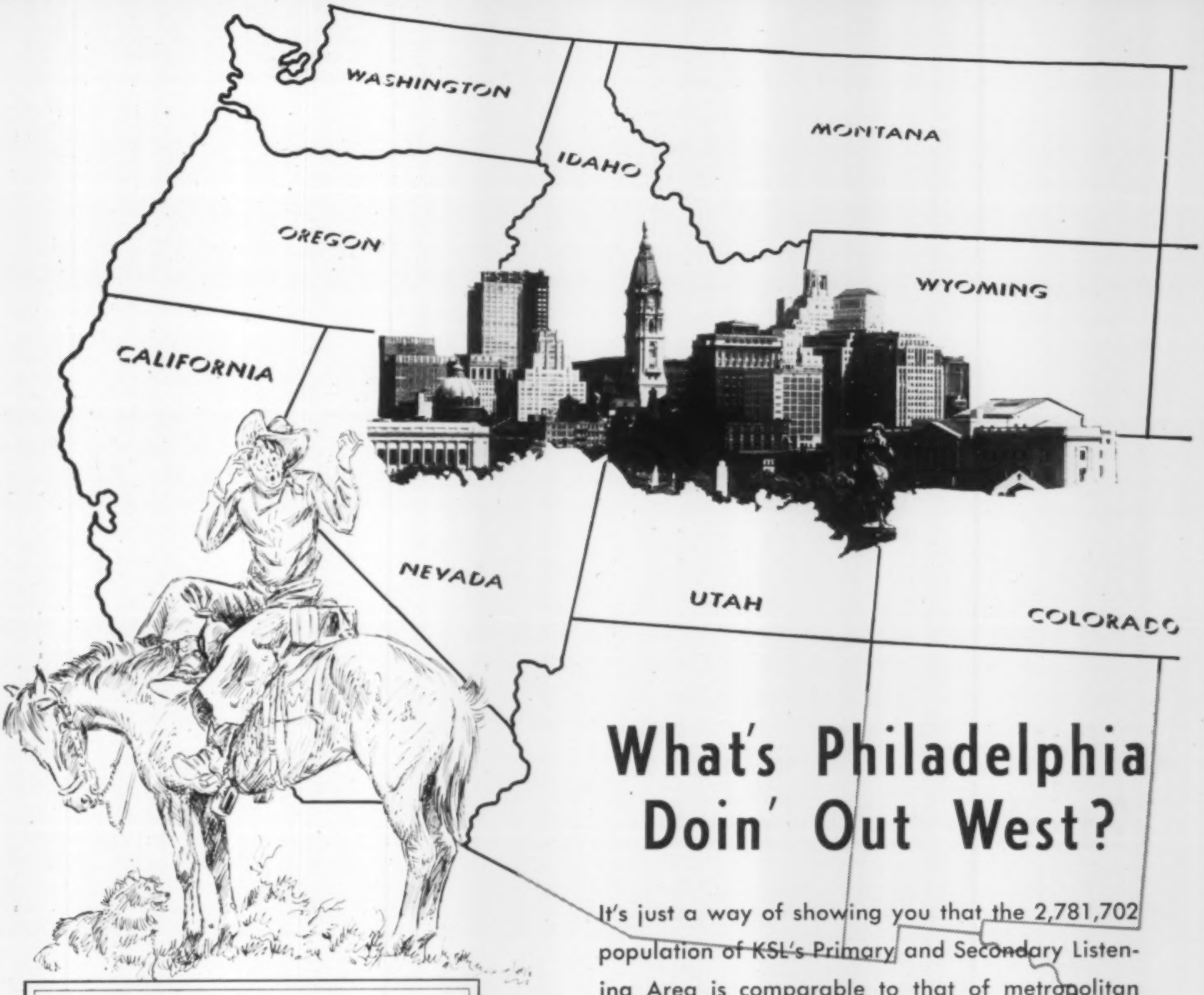
LOS ANGELES SOAP Co., Los Angeles (White King, Sierra Pine soaps), June 25 renews for 52 weeks "Top o' the Morning News" on 40 Don Lee Pacific stations, Tues.-Thurs.-Sat. 7-7:15 a. m. (PST). Agency: Raymond R. Morgan Co., Hollywood.

Net Changes

MONOGRAM Manufacturing Co., Los Angeles (plastic hair curlers), June 12 shifted "Erskine Johnson in Hollywood" on 19 Don Lee Pacific stations from Tues.-Thurs. 4:30-4:45 p. m. (PST) to Wed.-Fri. 4:30-4:45 p. m. (PST). Agency: Western Adv., Los Angeles.

BRISTOL MYERS Co. of Canada, Montreal (Sal Hepatica, Vitalis, Trushay) June 28 drops "Alan Young Show" on 23 CBC Dominion network stations, and returns program to the air Oct. 4. Agency: Ronalds Adv., Montreal.

WKBB
First in DUBUQUE
Iowa's Fastest Growing City
JAMES D. CARPENTER
Executive Vice President
Represented by
HOWARD H. WILSON CO.



What's Philadelphia Doin' Out West?

It's just a way of showing you that the 2,781,702 population of KSL's Primary and Secondary Listening Area is comparable to that of metropolitan Philadelphia. This proves that there's a whole of a lot more to the West than just "wide open spaces." When an advertiser uses KSL, he reaches not only the population of metropolitan Salt Lake City, but over 2,700,000 buyers throughout the 11 Western states. A market this size is important to any advertiser. It's just good business to include KSL on any major advertising schedule.

KSL Primary and Secondary Market Data*

Population - -	PRIMARY - -	$ 1,532,095
	TOTAL - -	2,781,702
Retail Sales - -	PRIMARY - -	508,733,000
	TOTAL - -	973,283,000
Radio Homes (1944)	PRIMARY - -	375,040
	TOTAL - -	685,880

*Figures based on CBS Study, 7th Series and 1940 Census

You can't cover the West without...

CBS

KSL

50,000 WATTS • CLEAR CHANNEL • SALT LAKE CITY

Edward Petry and Company - National Representatives

ARRL Field Day Test Set for Next Weekend

THE BIGGEST test in the 14-year history of Field Day, sponsored by the American Radio Relay League, Hartford, Conn., is expected next weekend, June 22-23. Then the national association of amateur radio operators will conduct its first postwar nationwide test of amateur portable and mobile emergency radio equipment.

Participating amateurs will install units in various field positions by 4 p.m. of Saturday and will maintain operation until 6 p.m. Sunday. Test will take the form of competition with points granted for each radio contact and special credit allowed for handling of messages and/or the use of a transmitter whose output stage requires less than 30 w. In the last such test, in 1941, the winning group established 1,112 separate radio contacts.

Participation, according to F. E. Handy, League communication manager, will not only include organized club groups but also the individual hams of the Amateur Emergency Corps., an ARRL-sponsored emergency communications organization of amateurs.

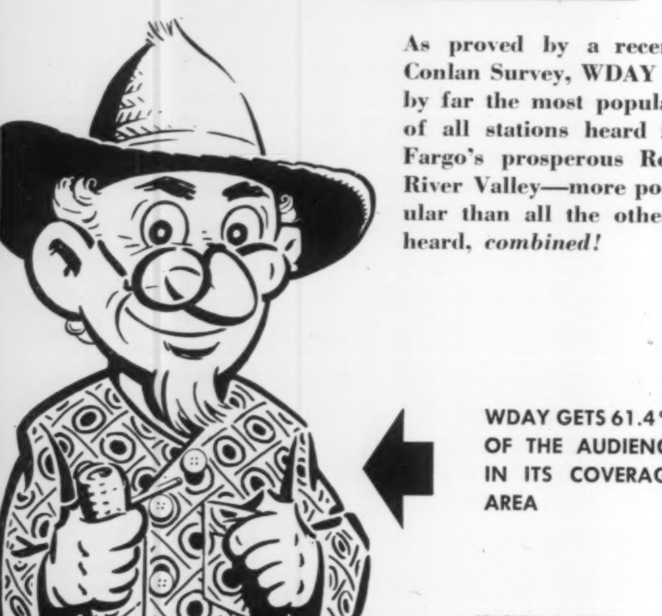
Staff Elects

ANNUAL ELECTIONS of CKWX Employes Benevolent Assn., Vancouver, resulted in a new board composed of John Loader, sales staff; Ian Arrol, management and news; Pat Nicholson, continuity; Ellen Getty, office; Reo Thompson, announcers; Art Miller, engineers; Al Klenman, program engineers.

HONORARY DOCTOR of law degree was conferred on David Sarnoff, president of RCA and chairman of board, NBC, by Forrest H. Kirkpatrick, dean of students, Bethany College, W. Va., at the college's 150th commencement exercises June 9. Mr. Sarnoff was principle speaker at the ceremonies, which were broadcast by WSTV Steubenville, Ohio.

HATE TO SLEEP 'N MISS WDAY!

As proved by a recent Conlan Survey, WDAY is by far the most popular of all stations heard in Fargo's prosperous Red River Valley—more popular than all the others heard, *combined!*


WDAY GETS 61.4% OF THE AUDIENCE IN ITS COVERAGE AREA
STATION B GETS 9.5% OF THE AUDIENCE
STATION C GETS 7.2%

WDAY
FARGO, NORTH DAKOTA
N.B.C.
FREE & PETERS, Inc.
National Representatives

Hope Still First, Winchell Advances From Tenth to Second in New Hooper

BOB HOPE continued in first place and Walter Winchell advanced from 10th place to second in the latest Network Hooper Ratings on evening programs issued June 15. Programs in the first 15, last report, and off the air for summer season include *Jack Benny, Charlie McCarthy*, and *Amos 'n' Andy*.

Average Evening Sets-In-Use was 23.9, down 1.2 from last report, down 1.8 from a year ago. Average Evening Rating was 7.6, down 0.5 from last report, down 0.4 from last year. Average Available Audience was 77, down 0.9 from last report, up 0.4 from same period last year.

Current Total Sponsored Hour Index was 72¾ as compared with 74¼ last report and 77¾ a year ago.

First 15 evening programs were: *Bob Hope* 26, *Walter Winchell* 20.1, *Red Skelton* 19.5, *Fibber McGee & Molly* 18.5, *Radio Theatre* 16.4, *Fred Allen* 16.3, *Screen Guild Players* 16.2, *Mr. District Attorney* 15.9, *Take It Or Leave It* 15.5, *Kay Kyser* 14.9, *Jack Haley with Eve Arden* 14, *Judy Canova* 13.4, *Eddie Cantor* 13.3, *We, The People* 12.8, *Can You Top This* 12.5, *Your Hit Parade* 12.5.

First on the list of top 10 weekday programs in the June 15 report was *When a Girl Marries*, followed by *Portia Faces Life* which jumped from 24th to second position since last report.

Average Daytime Sets-In-Use was 15, down 0.3 from last report, up 0.6 from last year. Average Daytime Audience Rating was 3.8, down 0.2 from last report, down 0.3 from last year.

Average Available Audience was 71.8, down 0.4 from last report, up 1.6 from a year ago. First 10 weekday programs were as follows: *When a Girl Marries* 6.5, *Portia Faces Life* 6.4. *Young Dr. Malone* 6, *Right to Happiness* 6, *Young Widder Brown* 5.8, *Stella Dallas* 5.8, *Ma Perkins* 5.7, *Just Plain Bill* 5.7, *Kate Smith Speaks* 5.7, *Our Gal Sunday* 5.6, *Lorenzo Jones* 5.6.

$107,000 INTEREST IS REFUSED FLAMM

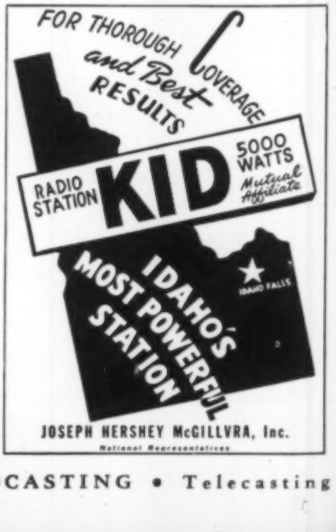
APPEAL by Donald Flamm, onetime owner of WMCA New York, from a New York Supreme Court decision denying him interest on a $350,000 judgment he won against Edward J. Noble, chairman of the board of ABC, was denied last week by the Appellate Division of the Court.

Supreme Court Justice Dennis O'Leary Cohalan had refused to grant Mr. Flamm $107,000 interest after a jury had awarded him the damages. Mr. Flamm charged in the trial that Mr. Noble had forced him to sell WMCA in 1941 by threats of political pressure.

Mr. Noble's attorney, Franklin S. Wood, has announced that the jury's verdict awarding damages to Mr. Flamm would be appealed, probably within a month.

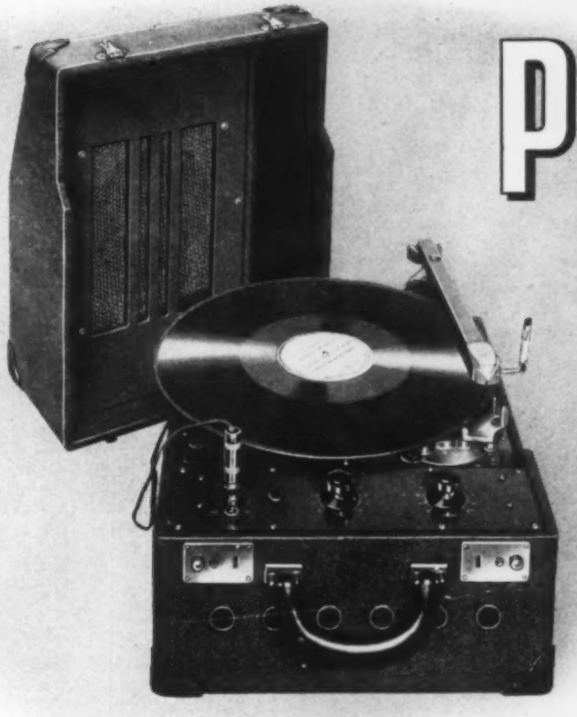
Atwater Kent Contest

ATWATER KENT FOUNDATION, Hollywood, has offered $10,000 in prizes for award to nonprofessional singers between ages of 18 and 28. Preliminary auditions are scheduled for July, semi-finals in August and finals in September. Eight men and eight women will be winners with first prizes worth $2000, second $1500, third $1000 and fourth $500.



JOSEPH HERSHEY McGILLVRA, Inc.
National Representatives

ANSWERING THE DEMAND FOR "*Something Better*"



PRESTO
MODEL "L"

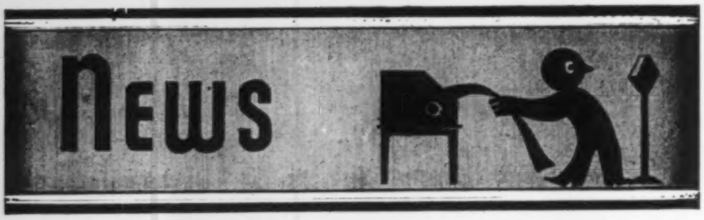
A *better* portable playback—compact, easy to carry, simple to set up. The remarkably clear, wide range of reproduction—far superior to what is ordinarily expected of a portable playback—makes it a favorite with broadcasting stations and advertising agencies who demand top performance in demonstrating recorded programs to prospective clients.

Model L plays 6 to 16" records, 78 or 33⅓ R.P.M., on a 12" rim-driven turntable. Standard equipment includes high quality 16" pickup on a swivel mounting which folds into a case when not in use, four stage amplifier, 8" loudspeaker with 20' extension cable, and a Presto Transcriptone semi-permanent playing needle. For use on 110 volts AC only.

The complete equipment, in an attractive grey carrying case, weighs only 46 lbs.

PRESTO
RECORDING CORPORATION
242 West 55th Street, New York 19, N. Y.
WALTER P. DOWNS, LTD., in Canada

WORLD'S LARGEST MANUFACTURER OF INSTANTANEOUS SOUND RECORDING EQUIPMENT



ARTHUR FELDMAN has resigned as London bureau chief of ABC, effective immediately. Mr. Feldman recently returned to New York after spending most of his time abroad during the war years as an ABC correspondent in Europe and Asia.

J. W. ROBERT GRAHAM, Halifax, has joined the CBC at Halifax as assistant farm commentator for the Maritimes region. He was released by the Royal Canadian Navy after four and a half years service in the Atlantic and Caribbean areas.

CHANNING COPE, farm editor of WAGA Atlanta, Ga., has been elected tentative chairman of the newly organized Atlanta Area chapter of Friends of the Land, organization which fosters conservation and development of the nation's natural resources. Mr. Cope headed steering committee, of which General Manager **CHARLES SMITHGALL** also was member. Initial meeting, held June 16 in Atlanta Municipal Auditorium, was attended by 2,000 conservation-minded citizens. Other chapters are to be established in the state.

GENE RIDER, acting CBS special events director, and **RUTH ASHTON**, producer of the CBS program "Feature Story," left for San Francisco June 19 to make CBS arrangements for the approaching atom bomb broadcast from Bikini.

FRANK (Salty) MALLANTS, fishing commentator of WIOD Miami, Fla., has been named to the board of directors of the Brotherhood of the Jungle Cock, conservation organization sponsored by Outdoor Writers Association of America and the Maryland State Game and Fish Protective Assn.

GIL SWENSON, in the Navy for 2½ years, is to return to the newsroom staff of WDAY Fargo, N. D.

PIE TRAYNOR, sports director of KQV Pittsburgh for a year and a half and formerly with Pittsburgh Pirates, has been appointed recreational director for Allegheny County. He has been broadcasting KQV "Baseball School for Boys" program, which has been coordinated with actual instruction on city playgrounds.

Nine Pounds

ELMER CURTIS, newscaster who is completing his 10th year at WIBW Topeka, Kan., has been worrying over the bread shortage, particularly with a family of six. That is he has been worrying. A big package just arrived from couple in Grove, Kan. Addressed to Elmer and his family, package contained a giant nine-pound loaf of home-baked Bohemian rye bread—deliciously seasoned with caraway seed and with the golden brown crust sponged generously with farm churned butter.

BESS HOWARD, feminine news analyst for WCAU Philadelphia, has ended her morning series and is leaving on a two month tour of Europe. While abroad Miss Howard will gather background material for the resumption of her broadcasts in the fall. While abroad she will carry out missions for American Association of University Women and American Friends Service.

DON KELLETT, sports advisor for WFIL Philadelphia, has been named head coach of basketball at the U. of Pennsylvania. He will continue his work at WFIL.

RON COCHRAN, news director of WCOP Boston, is the father of a girl.

LEO NICHOLSON has been signed by CKNW New Westminster, B. C., to broadcast 1946 lacrosse series played alternately in Vancouver and New Westminster.

neither too EXPANSIVE....
...nor too SCANT....
KTUL
COVERS THE
MONEY MARKET
OF EASTERN OKLAHOMA
Just Right!
• WRITE FOR INFORMATION

KTUL

John Esau
GENERAL MANAGER

5000 WATTS TULSA, OKLAHOMA

FREE AND PETERS, National Representatives

NBC-Northwestern Schedule Institute

Six-Week Course on Radio To Start July 25

FIFTH ANNUAL NBC-Northwestern U. Summer Radio Institute opens a six week course in advanced radio training, July 25 at Evanston, Ill.

With 81 students enrolled, of which 36 are war veterans, the Institute will offer ten advanced courses and a special series of six evening lectures by outstanding men and women of the radio industry.

Opening lecture will be given by Fred Bate, manager of the NBC International Division. Miss Judith Waller, public service director for NBC Central Division, is co-director of the Institute.

Courses will be given by the following NBC Central Division employes: "Radio Station Promotion and Publicity," Emmons Carlson and Jack Ryan; "Radio Sales," Edward Cunningham; "Radio Announcing," Louis Roen; "Radio Continuity," Robert Guilbert; "News Broadcasting," Baskett Mose; "Music for Radio," Don Marcotte; "Radio Drama Writing," Bob Murphy; "Advanced Radio Production," Albert Crews; "Radio Program Planning," Richard Loughrin, and "Public Service Broadcasting," Miss Waller.

* * *

Creighton Sessions

MUTUAL PROBLEMS of educators and programmers will be discussed in Omaha at Creighton U.'s radio education institute July 12-13. Institute will be held in connection with the school's annual summer session.

Representatives of three major networks are scheduled to speak. They are: Robert W. White, director of ABC Central Division's public service department; E. W. Ziebarth, educational director and production manager of CBS WCCO Minneapolis; and James Mahoney, Mutual's Central Division manager of midwest station relations.

Independent stations will be represented by B. C. Corrigan, general manager of KOWH, Omaha.

Institute is to be under the direction of the Rev. R. C. Williams, S.J., director of radio education at Creighton.

Radio education has been part of Creighton's curriculum for more than 20 years, starting with its original presentation of *The Creighton University of the Air*, a program that eventually was carried on that area's stations of WOW, KOIL, KBON, KFAB and KOWH. At one time show was under direction of Alumnus Frank Pellegrin, now director of broadcast advertising for the NAB and also holder of a new station construction permit in Oak Ridge, Tenn.

Courses in radio news, continuity and drama have been taught at the University since 1941 by Soren Munkhof, news chief of WOW Omaha. At present Mr. Munkhof is preparing a brochure on radio news writing at the invitation of the NAB. It will be published this summer.

IT WAS ADDED prestige for Mutual Commentator Richard Eaton (seated, right), when the Foreign Minister of Hungary, Janos Gyoengyosy (seated, left), was heard on his program June 12 over WOL Washington. According to Mr. Eaton, this was the first time that a Foreign Minister of Hungary had ever broadcast over the American radio. Attending the broadcast from the Embassy were (standing, l to r): Alexander Szasz, economic advisor; Evan Nagy, secretary; Stephan Borsody, counsellor.

* * *

KMOX Workshop

MEMBERS of the St. Louis Radio Council and teachers of St. Louis County are attending the June 17-28 radio workshop, sponsored by KMOX, that city.

Classes are being conducted Monday through Friday by KMOX personnel and touch all phases of broadcasting. Curriculum also includes participation in actual broadcasts, tours of KMOX departments at work and attendance at program rehearsals.

Workshop was formally opened June 17 by Wendell Campbell, general manager of KMOX, and Philip J. Hickey, Board of Education.

AUSTIN FENGER, chief of the news and special events department of KSFO San Francisco, has returned from the Pacific following completion of a series of broadcasts covering preparations for the atomic bomb tests.

Covering
Ohio's
3rd Market

At less cost with WFMJ—American Network

Ask HEADLEY-REED

WFMJ
YOUNGSTOWN, OHIO

Meet the Winners!

Four University of Maine students—this year's winners of the WGAN 4-H scholarships—being interviewed over WGAN by Richard Hallet, well-known Maine author.

Dick Bates, WGAN Program Manager, shows the WGAN Scholarship winners the WGAN Transmitter House and transmitters.

Typical of radio station WGAN's interest in young people and their education are the four WGAN scholarships offered annually to students who have been or are 4-H Club members and now are enrolled in the University of Maine's College of Agriculture.

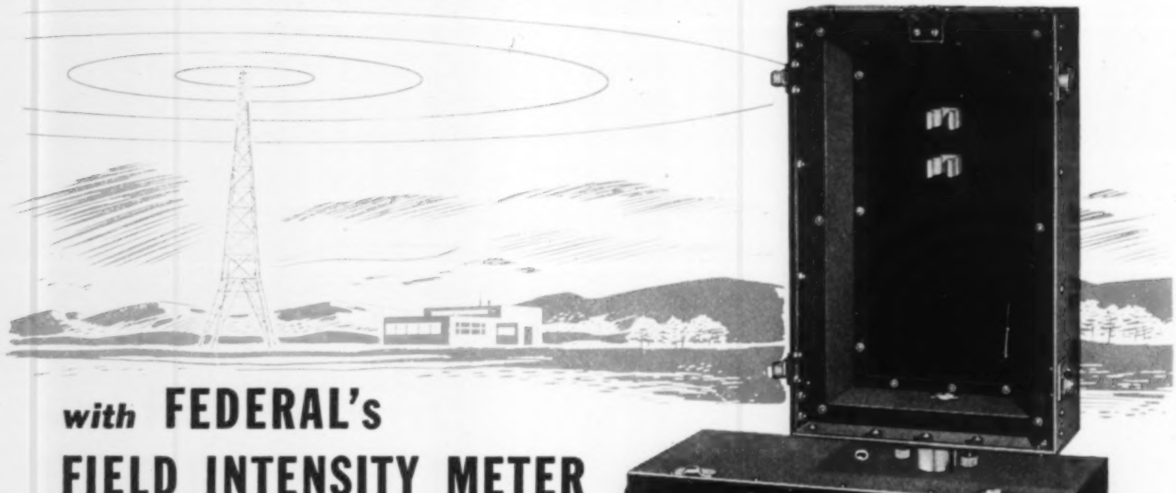
The awards are made on the basis of character, scholarship, financial need, and qualities of leadership—in recognition of real achievement in 4-H Club work. The winners are invited to Portland, as guests of WGAN, interviewed over WGAN, taken on a tour of the station, and shown other points of interest in and around Portland.

These scholarships are offered by WGAN to aid in the education of worthy students. And this is just one of the reasons why WGAN has the loyal support of such a large Maine listening audience.

STATION WGAN PORTLAND
Maine

FAST, ACCURATE, FIELD-STRENGTH MEASUREMENTS

FOR STANDARD AM BROADCAST FREQUENCIES



with FEDERAL's FIELD INTENSITY METER

For radio broadcast station engineering consultants, service or field men—

- *for measuring radiation patterns of directional antennas*
- *for checking power characteristics of transmitters by radiation measurement*
- *for locating the best area for installation of radio stations or antennas*

Federal's compact, light-weight, field intensity meter, Type FTR-101C, is a sturdy and highly accurate instrument—readily portable and quickly set up for operation. It permits precision measurements of field strengths from 20 microvolts to 10 volts per meter, over a frequency range of 200 to 400 and 530 to 7000 kc. Built-in coils, changed by a single control switch, cover the entire range—no plug-in coils are used. To assure more rapid and accurate indications, a vacuum-tube voltmeter is used instead of a thermocouple instrument.

The antenna loop for the broadcast band is built into the cover, and is electrostatically shielded to prevent interference from body capacity. A single control tunes the loop and two oscillators in one operation.

Measurements may be taken from an automobile while it is in motion, by connecting the set to a rod antenna by means of a transmission-line adapter, available on order.

Write Department B113 for complete descriptive and performance data.

Easy to Carry!

Complete set weighs only 29 pounds, including power pack or light weight batteries. Ready for carrying, set is only 15 inches long, 11 inches high and 9 inches deep.

Easy to Set Up!

Meter can be unpacked, set up, and in service in a matter of seconds. The case is light enough to be mounted on a tripod for easier field operation, and includes a tripod socket for this purpose. It also has rubber feet and can be set on any level surface.

Federal Telephone and Radio Corporation

Newark 1, New Jersey An IT&T Associate · FTR Federal Telephone & Radio

In Canada:—Federal Electric Manufacturing Company, Ltd., Montreal
Export Distributor:—International Standard Electric Corporation

Long Road Ahead for Chinese Radio

Country Is Struggling To Restore Its Lost Communications

By BILL COSTELLO

CBS News Director, Far Eastern Division

CHINA may be the biggest news story in the Far East, but months will elapse before American networks can bring their listeners regular reports from correspondents on the scene. Chinese telecommunications were thoroughly wrecked by the Japanese, and it's a long road back.

The present blackout on shortwave voice transmission can't possibly be lifted before July, and it may be November before a reliable signal is available. That's the most optimistic view, and even that may not be realized unless the four major networks get behind present efforts and push.

Only CBS Represented

Right now, CBS is the only American network with a staff correspondent in China. NBC, ABC and MBS are represented by stringers who are seldom scheduled for pickups. In effect, radio has abandoned the field despite the paramount importance of Chinese developments in world politics; and the only apparent reason is that technical facilities are lacking.

Several months ago, Lieut. Gen. Albert Wedemeyer tried to relieve the situation by authorizing correspondents to use a small Army transmitter with a rated output of 3 kw. Actually this station, WLXJ, operates at about 1½ kw, using Navy station KU5Q at Guam as a relay to San Francisco, and all the goodwill in the world on the part of Army technicians has not produced a good signal.

The Chinese Government assumes full responsibility for the radio news blackout because Chinese law makes all point-to-point communication a government monopoly and specifically prohibits foreigners from operating transmitters. Even commercial traffic via RCA, Mackay, Press Wireless and Globe Wireless is handled through the Chinese Government Radio Administration (CGRA), the monopoly agency which operates as a branch of the Ministry of Communications.

"Let's see—I was listening to WFDF Flint—then I heard some static—"

The only overseas outlet from Shanghai last September was a 1000 w telegraphic transmitter with a maximum speed of 50 words a minute.

Since then the director of the Shanghai office, American-educated T. C. Loo, has been able to put several more slow-speed telegraphic circuits in operation, and has completely rebuilt a miscellany of parts to obtain his first highspeed transmitter.

Technicians Not at Fault

The fault does not lie with technicians in charge of the Shanghai office. They have shown both competence and ingenuity, and they have made a very creditable showing in moving press copy.

During May, this correspondent conferred with Chinese officials at all levels of authority in both Shanghai and Nanking. Their attitude has been sympathetic, and during the month a series of remedial steps were taken.

Signs of improvement begin to appear shortly after May 7 when the *Shanghai Evening Post and Mercury* published an interview with me saying: "It is an embarrassing fact that China is steadily losing prestige in the radio world. China is a permanent member of the United Nations Security Council; it is universally recognized as a major power; it is entitled to a prominent place in radio. Yet there are a number of nearby smaller nations offering better short-wave transmitting facilities. Even the defeated Japanese have retained a station in Tokyo which is superior to any in the Far East . . . The CBS news organization will necessarily have to operate in those countries where it has access to reliable technical facilities."

The following day the *Shanghai Post* warned editorially against the danger of stifling radio's voice, and said: "The decadent trend in China's radio should be instantly reversed. Instead of losing even her present poor position in the world of radio, China should without delay improve her transmission facilities and take a vigorious position of leadership in Far East radio as in all else."

Latest Developments

Since then, the following developments have occurred:

1. The Shanghai shops of CGRA have been ordered to rebuild from salvaged parts a 7½ kw voice transmitter which may be available for overseas news broadcast some time in July.

2. The Ministry of Communications has approved the purchase of a new 15 kw single sideband telephone transmitter from the Western Electric Co. This equipment, which is modern and highly efficient, may arrive in Shanghai by September with a factory expert to supervise installation and four factory-trained Chinese to maintain and operate it.

Two More Transmitters

3. The Ministry has instructed its purchasing commission in Washington to negotiate for the purchase of two other voice transmitters of greater power.

4. Requests have been filed with the surplus property commission in Washington for the purchase of 300 smaller transmitters which are intended for use in the creation of a domestic communications network.

5. The Ministry of Communications has promised to expedite the construction of new directional antenna.

In addition, an UNRRA representative has been making a nationwide survey of pre-war telecommunications facilities and an estimate of rehabilitation costs.

In response to complaints, the

(Continued on page 84)

WANT TO BE ALONE IN SOLITUDE (Ky.)?

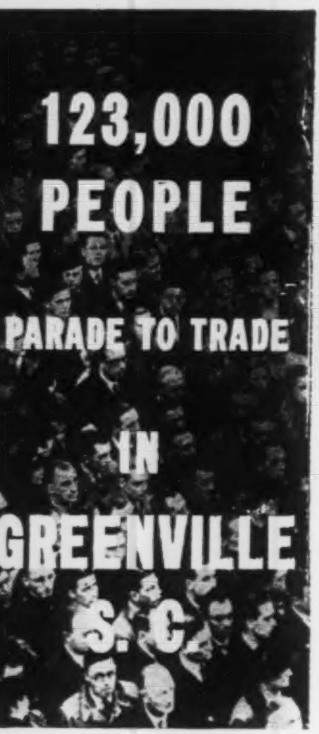
Once in a while we feel the urge to "get away from it all" and steal off to Solitude (Ky.) for a game of solitaire. But somehow we can't maintain that lonely attitude when we think of our hustling, bustling Louisville Trading Area—where high-living, busy people spend *more dough* than all the folks in the rest of Kentucky, *combined!* If you want Solitude, a big station will doubtless give it to you (and doubtless charge you for it). But if you want *business*, you'd do better to stick with us in the smoke and noise and traffic. Come on in—there's always room for one more!

LOUISVILLE'S WAVE

5000 WATTS . 970 KC

N. B. C.

FREE & PETERS, INC., NATIONAL REPRESENTATIVES



Greenville is the trading center for a 10 mile area of 123,000 people — heart of South Carolina's leading county; 1945 Retail Sales, $73,645,000*. A 100,000 market that draws from 711,711 people living within 50 miles.

*Sales Management Estimates—1945

WFBC
GREENVILLE, S. C.
NBC 5,000 Watts
LEWIS H. AVERY, Inc.

Most Powerful Station In Western Carolina

DOMINATES YOUR TOP MARKET!

GREENVILLE IS A 100,000 + MARKET
1ST IN SOUTH CAROLINA

NEW NBC musical replacement for *Red Skelton Show, An Evening With Romberg,* bowed in June 11. At first performance were (l to r): Jack Simpson, radio director of Russel M. Seeds Co., Chicago; Louis Bohak, Los Angeles division manager of Brown & Williamson Tobacco Co. (Raleighs); Sigmund Romberg; and Keith McLeod, program producer.

FM Executive Committee of NAB Calls For Meeting in New York on June 25

RECENT surge of developments important to the future of FM is responsible for a meeting called for June 25 by Walter J. Damm, WTMJ Milwaukee, chairman of the FM Executive Committee of the NAB. Committee will meet at the Ambassador Hotel, New York, at 2 p.m. Last meeting was held May 8 during the four-day NAB board session.

Representing NAB headquarters at the meeting will be A. D. Willard Jr., executive vice president, and Robert T. Bartley, director of the FM Dept.

Of first interest is the FCC's proposed order reserving for a year every fifth FM channel under the tentative allocation plan for various areas [BROADCASTING, June 10]. Oral argument is scheduled July 12. A number of committee members have expressed concern over the order, asking clarification of its provisions and its effect on FM.

FCC's proposed order opening the 920-940 mc band for studio-to-transmitter links will be discussed at the meeting. Announced a fortnight ago [BROADCASTING, June 10], the order involves equipment problems apparently not foreseen by the FCC, according to committee members. They observe that only one manufacturer has expressed ability to produce equipment operating on the band. A number of stations are operating with temporary grants on other frequencies. Possible use of even higher bands for transmitter links will be discussed.

Feeling of Comr. Clifford J. Durr, of the FCC, that a cut-off date on common ownership of AM and FM stations serving the same general area [BROADCASTING, June 17] should be established is certain to come up for discussion by the committee, though it is recognized that the idea is still in the "gleam" stage.

Tentative plans for the agenda of the meeting do not provide for discussion of the music problem and the effects of Petrillo's ban on FM pickups from AM stations. This question is handled by the Industry Music Commitee.

Members of the FM Executive Committee, besides Mr. Damm, are Wayne Coy, W3XO Washington (WINX); Gordon Gray, WMIT Winston-Salem (WSJS); Leslie C. Johnson, WHBF Rock Island; Paul W. Morency, WTIC Hartford; John Shepard 3d, WMTW Boston; Frank Stanton, CBS New York.

TECHNICAL

JOSEPH McCORMICK, released from the Navy as lieutenant commander, has joined WSNJ Bridgeton, N. J., and is supervising construction of new FM operations for station.

CARSON PINKLEY, former engineer of KGW Portland, Ore., and KDB Santa Barbara, has joined KCMJ Palm Springs, Calif., in similar capacity.

GLEN LOVE has been appointed chief engineer of CFNB Fredericton, N. B., replacing **STAN CASSIDY**, who resigned to open a radio shop. **DON McDONALD** has joined the transmitter staff of CKMO Vancouver, B. C.

HELEN OBSHARSKY, member of the WCAE Pittsburgh technical staff during the war, has rejoined staff for summer months.

EUGENE C. PHILLIPPI, released from the Navy after service in the Pacific, has returned to KDYL Salt Lake City as control room engineer. An electrical technician mate first class, he helped engineer broadcast of first B-29 raid on Japan.

FRED AIKEN, control room technician at KOIN Portland, Ore., and **JEANNE SHEPARD**, KOIN violinist, were married June 4.

CAMERON G. PIERCE, district electronic and radio engineer of General Electric Co., has been assigned instructor of television course to be given by U. of California Extension Division in Los Angeles, starting June 24.

FEDERAL TELEPHONE AND RADIO Corp., Newark, N. J., has announced complete line of weather resisting, easily installed polyethylene insulated twin conductor FM and television lead-in transmission lines, of 100, 200, and 300 ohm characteristic impedence. Leads have wide applications in amateur and home receiver fields.

CLARKE INSTRUMENT Corp., Washington, D. C., is producing complete equipment for adapting Esterline-Angus recorders for mobile recording of field intensity in making proof of performance measurements required for FM stations. Equipment consists of Type 101 speedometer tee, Type 102 recorder drive mechanism and all interconnecting cables.

To Billboard, Advertising Agency
and Radio Sponsor Executives

WE SAY THANKS

for voting our station top honors in local channel, Network Affiliate [A. B. C.], Public Service Promotion in Billboard's Ninth Annual Promotion exhibit.

Radio Station WCOL
Columbus, Ohio

Represented Nationally by
Headley-Reed

PROMOTION

VACTION return this month of Lucille Ball to her native Jamestown, N. Y. has been occasion for celebration and mutual promotion contest sponsored by WJTN Jamestown and Bigelow's, local department store. Special events broadcasts and appearances on Bigelow's three regular programs on WJTN were arranged. Contest, open only to girls 16 to 24, centered on theme "What I would like to do if I could spend a day in New York with Lucille Ball." Winner received all-expense trip with chaperon or husband to New York plus complete wardrobe. Metro-Goldwyn-Mayer representative assisted in activities.

NBC Is Host

THREE of NBC's General Mills Hour programs, "Guiding Light," "Today's Children" and "Woman In White," June 20 were presented before their first studio audience of the year during national convention of the General Federation of Women's Clubs in Chicago. Following the broadcasts, attended by 400 delegates of the women's clubs at NBC studios in the Merchandise Mart, talks were presented by Irna Phillips, author of the programs; Carl Wester, producer; I. E. (Chick) Showerman, manager of the NBC Central Division, and Mrs. John J. Jennings, radio director of the Illinois Federation of Women's Clubs.

The Grenadiers Day

MORE than 12,000 boys and girls were guests June 8 of WTMJ Milwaukee at free picnic and outing at State Fair Park, celebrating more than 14 years of broadcasting by station talent group, The Grenadiers. Free rides and refreshments were provided.

KCMO Letters

TO FURTHER introduce "Mid America" character of KCMO Kansas City, station has mailed 5,000 letters with reprints of Mid-America attached.

Paper Tie-up

MUTUAL promotion tieup has been arranged between KFWB Hollywood and San Fernando Valley Times whereby station gets newspaper advertising space and cooperative editorial aid. Station gives Al Rich, paper's radio editor, Saturday half hour for interview format with Valley celebrity residents.

Name Contest

WINNING name in the contest conducted by ABC Central Division for its juvenile program, formerly titled "Teen Town," is "Junior Junction." Title was submitted by Gertrude Hayes, Jersey City, N. J., who wins $50 savings bond. Program is aired Sat. 9:30-10 a.m. (CDT).

Double Winners

DUAL winners were named this year in WLW Cincinnati $1,000 scholarship awarded by the College of Music of Cincinnati. Each granted a $1,000 scholarship, Betty Lee Goetz of Cincinnati, dramatic soprano, and Virginia Howe of Dayton, Ohio, coloratura soprano, will study at the college during 1946-47 school year.

Photos for Participants

PHOTOGRAPH made of passerby appearing on WEAF New York "You're on the Spot" street interview program is being mailed by the station to each person who participates in four-weekly early afternoon program.

CKWX Open House

DURING Vancouver's Diamond Jubilee celebration the first two weeks of July, CKWX Vancouver will hold open house every afternoon for the public. Visitors will be taken on tours of the station and will be given a descriptive booklet, "Open House at Vancouver's CKWX."

KSAN Folder

GREEN and white folder on the popularity of horse race programs and news presented by KSAN San Francisco has been distributed by the station. KSAN slogan of "85 listeners for a nickle!" climaxes copy theme.

Fire Sticks

BOSTON agency timebuyers last week received from WCOP Boston fire magic sticks in colorful boxes which bore legend, "For a sales blaze place your radio advertising on Boston's new 5000 watt station, WCOP."

WPAG Reprint

REPRINT of full page ad run in local paper by WPAG Ann Arbor, Mich., on occasion of station's first anniversary has been distributed by WPAG as promotion piece. Review of service and awards is presented.

ON MISSION
MBS Pair Tour U. S.
For Schechter

Ready for tour, ex-Colonel Schechter (c) gives last orders to ex-Sergeants Berns (l) and Raidt.

IT WAS almost like the old days last week when A. A. Schechter, onetime Army lieutenant colonel and now Mutual vice president in charge of news and special events, sent Bill Berns and Bill Raidt, both former sergeants under his command, on a jeep reconnaisance.

A year and a half ago he had sent them down the road to Manila when the residents of that city were not so friendly as the populations whom they would meet this time could be expected to be. Pair were starting on a cross-country reconnaisance to find out how veterans are faring in business.

Messrs. Berns and Raidt, who during the war were assigned to the then Colonel Schechter's radio section of General MacArthur's headquarters, will broadcast weekly reports Sat. 4:45-5 p.m., called *Opportunity U. S. A.* over Mutual. *Pageant* magazine also will carry stories of their tour.

Fete S.A. Visitors

NILES TRAMMELL, president of NBC, on June 21 was host at a luncheon held in the company's executive dining room in honor of four Latin American radio officials: Manuel Maslloren and Emilio Ramirez, members of the board of Radio Splendid, NBC affiliate in Buenos Aires; Goar Mestre, director of the CMQ Network, NBC affiliate in Cuba; and Clemente Serna Martinez, vice president and general manager of Radio Programs de Mexico, also affiliated with NBC. NBC and RCA executives also attended the luncheon.

IN CHATTANOOGA
THE OUTSTANDING
STATION FOR 21 YEARS
HAS BEEN
WDOD
first in
ADVERTISING
LISTENER ACCEPTANCE
PUBLIC SERVICE
CBS
5,000 WATTS DAY AND NIGHT
NATIONAL REPRESENTATIVES • PAUL H. RAYMER CO.

NOTICE
You cannot cover the tremendous New York market without using WBNX, because . . . WBNX reaches
•
2,450,000 Jewish speaking persons
1,523,000 Italian speaking persons
1,235,000 German speaking persons
660,000 Polish speaking persons
•
STRENGTHEN your present New York schedules with WBNX. Our program department will assist you in the translation of your copy.
WBNX
5000 WATTS DIRECTIONAL OVER NEW YORK
America's Leading Foreign Language Station

Brown KGAK Manager; Day Promoted at KOA

WILLIAM R. DAY has been named director of news and special events of KOA Denver, succeeding Stanley K. Brown, who resigned June 15 to become station manager of KGAK, new Gallup, N. M. 250 w outlet. Mr. Day previously was assistant director of news and special events.

In a further expansion move, Announcer William Ballance has been transferred to the news staff and George McWilliams, recently a member of the International News Service San Francisco bureau, has been added to the news department. Victor Blanks, released from the armed forces after three years' service, has rejoined the KOA announcing staff.

SERVICE DIRECTORY

FREQUENCY MEASURING SERVICE
Exact Measurements - at any time
RCA COMMUNICATIONS, INC.
64 Broad Street, New York 4, N. Y.

MORE RF KILOWATT HOURS PER DOLLAR WITH
F & O TRANSMITTING TUBES
Freeland & Olschner Products, Inc
611 Baronne St., New Orleans 13, La.
Raymond 4756
High Power Tube Specialists Exclusively

FREQUENCY MEASUREMENTS
One of the best equipped monitoring stations in the nation
STANDARD
Measuring & Equipment Co.
Phones 877-2652 Enid, Okla.
Since 1939

TOWER SALES & ERECTING CO.
Radio Towers
Erection, lighting, painting & Ground Systems
6100 N. E. Columbia Blvd.
Portland 11, Oregon
C. H. Fisher, Agent Phone TR 7303

Ralston Radio Engineering Co.
Supervision of constructing AM & FM Stations. Field measurements.
1448 N St., N.W. Office—DI. 2704
Washington, D .C. Res.—Alex. 6957

Grether Radio Engineering Co.
115 RODGERS AVENUE
NORFOLK 2, VIRGINIA
Phone Norfolk 24408
Julius L. Grether — William P. Grether
CONSULTING RADIO ENGINEERS
INSTALLATION SPECIALISTS

DeQuincy V. Sutton
Radio Business Consultant
2700 Conn. Ave. COlumbia 8105
Washington 8, D. C.

SOUND EFFECT RECORDS
GENNETT • SPEEDY-Q
Reduced Basic Library Offer Containing Over 200 Individual Sound Effects
Write For Details
CHARLES MICHELSON
67 W. 44th St. New York, N. Y.

Custom-Built
Speech Input Equipment
U. S. RECORDING CO.
1121 Vermont Ave., Wash. 5, D. C.
District 1640

The Robert L. Kaufman Organization
Technical Maintenance. Construction Supervision and Business Services for Broadcast Stations
Munsey Bldg. Washington 4, D. C.
District 2292

KLUGE ELECTRONICS
1031 N. ALVARADO • LOS ANGELES 26, CALIF

Transmitter Installation
Field & Antenna Measurements
BRADEN ENGINEERING CO.
3317 Kenmore Ave., Dayton 10, Ohio
Phone—Kenmore 6233

GEORGE H. JASPERT
Consultant,
Broadcast Station Operations
Preparation and breakdown of program matters pertaining to AM-FM applications, estimates of station costs, annual operating expenses and income.
Little Building Hancock 4948
Boston 16, Mass.

ERA Complete Technical and Management Consulting Service
Immediate VHF and FM Field Measurement Service Available
Engineering Research Associates, Inc.
Washington Office: 827 - 14th Street, N. W.
Phone: Executive 4742
Laboratories: St. Paul 4, Minn. Phone: Nestor 9601

RADIO ENGINEERING CO.
Consultants
Installation • Allocation • Field and Antenna Measurements
Norwood J. Patterson, Owner
1355 Market Street Room 1010
San Francisco 3, California
Phone: Market 8173

* VACANCY
YOUR FIRM'S NAME in this "vacancy" will be seen by 12,500 readers—station owners and managers, chief engineers and technicians—applicants for AM, FM, Television and facsimile facilities. Write or wire . . .
BROADCASTING

Video Equipment For Star by 1947

Washington Television Setup Ready by Year's End

TRANSMITTING equipment for the Washington television station to be operated by Evening Star Broadcasting Co. (WMAL) will be delivered by the end of the year, according to Kenneth H. Berkeley, WMAL general manager. Contract for the transmitter has been signed with RCA, represented by P. B. Reed, in charge of broadcasting and television sales for the RCA Washington office.

Contract covers 5 kw TT5A transmitter with 5 kw video and 2½ kw aural output; three image orthicon cameras and associated control consoles and audio equipment; specially designed mobile truck equipped with high-frequency relay equipment suitable for remotes or studio-transmitter link; TF6A RCA superturnstile television antenna. Decision has not been made on use of wire or air link. Cost of RCA equipment is understood to be about $180,000.

Transmitter will be installed on the 75-acre campus of American U. at the intersection of Massachusetts and Nebraska Ave. in Northwest Washington. Cement-limestone building is to be constructed by WMAL. Architecture will be in keeping with the classic lines of the university buildings.

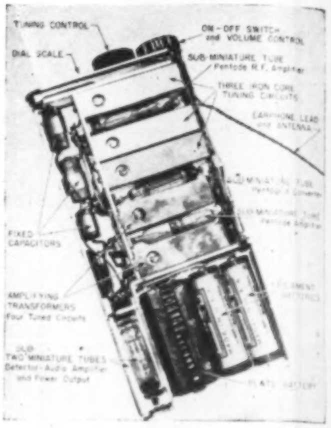
RCA will deliver one set of image orthicon camera and associated control equipment in early October, permitting WMAL to train its staff before other equipment is installed in January.

WMAL will apply to the D. C. Zoning Commission for approval of a 40-foot tower. The site is 360 feet above the surrounding terrain.

NBC (WRC) recently was granted approval by Civilian Production Administration for a $15,000 television building project at the Wardman Park Hotel in Washington. Project will provide necessary facilities for installation of a television transmitter. NBC will have studios in the hotel, with a 350-foot tower planned. Bamberger Broadcasting Service (WOR) plans a 400-foot tower at 40th & Brandywine, N.W. but is involved in a dispute with nearby residents despite approval of zoning officials. The residents are sponsoring legislation in Congress to prevent erection of radio towers in residential areas. DuMont operates an experimental television station (W3XWT) atop the Harrington Hotel, Washington.

Brown Rate Guide

E. H. BROWN Adv. Agency, Chicago, has published its 21st annual edition of the *Advertisers Rate and Data Guide*, a 52-page guide listing rates, closing and issuance dates of major stations, networks, newspapers and magazines.


TUNING CONTROL
DIAL SCALE
ON-OFF SWITCH and VOLUME CONTROL
SUB-MINIATURE TUBE Pentode R.F. Amplifier
THREE IRON CORE TUNING CIRCUITS
EARPHONE LEAD and ANTENNA
SUB-MINIATURE TUBE Pentode Converter
SUB-MINIATURE TUBE Pentode Amplifier
FIXED CAPACITORS
FILAMENT BATTERIES
AMPLIFYING TRANSFORMERS Four Tuned Circuits
SUB- TWO MINIATURE TUBES Detector-Audio Amplifier and Power Output
PLATE BATTERY

SIDE VIEW of the tiny five-tube superheterodyne receiver manufactured by Belmont Radio Corp. of Chicago. Weighing a total of 10 ounces, the set dimensions are three inches wide, ¾ inch thick and 6¼ inches high. Compactness is possible through development by Raytheon Mfg. Co. of sub-miniature tubes that weigh between .07 and .09 ounces and measure only 1 9/16 inches by .4 inches by .3 inch—approximately the cross-sectional area of a cigarette.

WOMEN'S PROGRAM SUBJECTS DISCUSSED

PROGRAM topics of women broadcasters run the gamut from prenatal care to funeral services it was brought out at the second annual conference held by the New England group of NAB's Assn. of Women Directors, held June 15-16 at Hotel Wentworth-by-the-Sea, Portsmouth, N. H.

Eighty-seven women from the six New England states attended, along with Gov. Charles M. Dale of New Hampshire, Mayor Mary Dondero of Portsmouth, Dorothy Lewis, AWD national president; Margaret Cuthbert, NBC; Frances Farmer Wilder, CBS.

Elisabeth May Craig, Washington correspondent for Gannett papers, told the group that opportunities for service by women in radio were limited only by their desire to serve. Nicholas G. Trayfors, UNRRA director for Thessaly, Greece, described famine conditions in that country. Other speakers included Arthur T. Brush, advertising director of WFEA Manchester, N. H.; Carl Moore, WEEI Boston, and Bill Bradley, WHEB Portsmouth. Mr. Brush, speaking at the dinner meeting, complimented the members on the workmanlike way they handle their programs and termed them radio's best sellers.

Publishes 'Reports'

N. C. ROHRABAUGH Co., New York, is the publisher of *NRR Spot Radio Advertising Reports*. Company was erroneously identified as National Radio Reports in the June 17 issue of BROADCASTING.

PROFESSIONAL DIRECTORY

JANSKY & BAILEY
An Organization of
Qualified Radio Engineers
DEDICATED TO THE
SERVICE OF BROADCASTING
National Press Bldg., Wash., D. C.

Radio Engineering Consultants
Frequency Monitoring
Commercial Radio Equip. Co.
- International Building, Washington, D. C.
- 321 E. Gregory Boulevard, Kansas City, Mo.
- Cross Roads of the World, Hollywood, Calif.

RAYMOND M. WILMOTTE
CONSULTING RADIO ENGINEER
PAUL A. deMARS
ASSOCIATE
1469 Church St., N.W., Washington 5, D. C.
Decatur 1234

MAY and BOND
CONSULTING RADIO ENGINEERS
* * *
1422 F St., N.W., Wash. 4, D. C.
Kellogg Bldg. • Republic 3984

OUR 18TH YEAR
Herbert L. Wilson
Consulting Radio Engineers
1018 Vermont Ave., N.W. NA.7161
Washington 5, D.C.
1000 No. Seward St. HO.6321
Hollywood 38, Calif.

DIXIE B. McKEY
ROBERT C. SHAW
CONSULTING
RADIO ENGINEERS
1730 Connecticut Ave., N. W.
Washington, D. C. ADams 3711

Universal Research Laboratories
ROYAL V. HOWARD, Director
1 NOB HILL CIRCLE
Pine & Mason Streets
SAN FRANCISCO
DOUGLAS 5380
A Division of Universal Broadcasting Company
Radio Engineering Consultants

Broadcast — Allocation & Field Service
GILLE BROS.
CONSULTING RADIO ENGINEERS
1108 Lillian Way Phone: GLadstone 6178
HOLLYWOOD 38, CALIF.

F A
M M
NATHAN WILLIAMS
Allocation & Field
Engineering
20 Algoma Blvd
Oshkosh, Wisc.
Ph: Blackhawk 22

McNARY & WRATHALL
CONSULTING RADIO ENGINEERS
National Press Bldg. DI. 1205
Washington, D. C.

RING & CLARK
Consulting Radio Engineers
WASHINGTON, D. C.
Munsey Bldg. • Republic 2347

CONSULTING RADIO ENGINEER
JOHN J. KEEL
EARLE BLDG., WASHINGTON, D. C.
NATIONAL 6513

HAROLD B. ROTHROCK
Consulting Radio Engineer
●
1909 Eye St., N.W. NAtional 0196
Washington 6, D. C.

HOLEY & HILLEGAS
CONSULTING RADIO ENGINEERS
1146 Briarcliff Pl., N.E.
Atlanta, Ga. ATwood 3328

WELDON & CARR
CONSULTING RADIO ENGINEERS
WASHINGTON, D. C.
1605 CONNECTICUT AVENUE
PHONE—MICHIGAN 4151

A. EARL CULLUM, JR.
CONSULTING RADIO ENGINEER
HIGHLAND PARK VILLAGE
DALLAS, TEXAS

WILLIAM E. BENNS
Consulting
Radio Engineers
COLUMBIA, SOUTH CAROLINA
830 Gregg St. Phone 7342

SINGLETON AND BARNARD
Consulting Radio Engineers
AM FM Television Marine
2438 S.W. 4th Ave.,
ATwater 4594
PORTLAND 1, OREGON

PAUL GODLEY CO.
Consulting Radio Engineers
UPPER MONTCLAIR, N. J.
LABS: GREAT NOTCH, N. J.
Phone: LITTLE FALLS 4-1000

There is no substitute for experience
GLENN D. GILLETT
Consulting Radio Engineer
982 National Press Bldg.
Washington, D. C.

LOHNES & CULVER
CONSULTING RADIO ENGINEERS
Munsey Bldg. • District 8215
Washington 4, D. C.

Garo W. Ray
Consulting Radio Engineers
991 Broad St., Suite 9-11
Bridgeport 3, Conn.
Telephone 5-2055 Lab. Phone 7-2465

ANDREW CO.
Consulting Radio Engineers
363 E. 75th St. CHICAGO 19
Triangle 4400

CHAMBERS & GARRISON
Consulting Radio Engineers
1519 Connecticut Avenue
WASHINGTON 6, D. C.
Columbia 8544

Colton & Foss, Inc.
Electronic Consultants
• *WASHINGTON, D. C.* •
927 15th Street NW, REpublic 3883

H. V. Anderson
AND ASSOCIATES
• **Consulting Radio Engineers**
715 American Bank Bldg. Tel. RAymond 0111
New Orleans 12, Louisiana

LAMAR A. NEWCOMB
Consulting Radio Engineer
703 Albee Bldg. REpublic 3931
Washington, D. C.

GEORGE C. DAVIS
Consulting Radio Engineer
Munsey Bldg. District 8456
Washington, D. C.

JOHN BARRON
Consulting Radio Engineers
Specializing in Broadcast and
Allocation Engineering
Earle Building, Washington 4, D. C.
Telephone NAtional 7757

Frank H. McIntosh
Consulting Radio Engineers
710 14th St. N.W. ME. 4477
Washington, D. C.

LENT and POAST
CONSULTING ENGINEERS
WASHINGTON, D. C.
1319 F St., N. W. DISTRICT 4127

GOMER L. DAVIES
Consulting Radio Engineer
P. O. Box 71 Warfield 9089
College Park, Md.

KEAR & KENNEDY
Consulting Radio Engineers
1703 K St. N.W. REpublic 1951
Washington, D. C.

John Creutz
Consulting Radio Engineer
328 Bond Bldg. REpublic 2151
Washington, D. C.

GUY C. HUTCHESON
CONSULTING RADIO ENGINEER
811 N. SYCAMORE ST.
PALESTINE, TEXAS
PHONE—2-6166

BROADCAST ENGINEERING SERVICE
CONSULTING RADIO ENGINEERS
FM AM TV
Riggs Natn'l Bank Bldg.
14th & Park Rd.
Washington
D. C.

ACTIONS OF THE FCC

JUNE 14 to JUNE 20

Decisions . . .

JUNE 14
By COMMISSION EN BANC

AM—860 kc

Charles A. Henderson, et al, d/b as Muscatine Bcstg. Co. Ltd., Muscatine, Iowa—Granted CP new station, 860 kc 250 w, daytime only.

AM—1490 kc

Fred O. Grimwood, Bloomington, Ind.—Granted petition for reconsideration and grant without hearing, and granted application for CP new station, 1490 kc 100 w, unlimited time; engineering conditions.

AM—960 kc

KGKL San Angelo, Tex.—Granted CP to change operation from 1400 kc, 250 w unlimited time, to 960 kc, 1 kw night, 5 kw-LS, directional antenna night, install new transmitter and directional antenna and change antenna site. Commissioner Durr voting for hearing.

AM—1200, 1210 kc

Charles A. Sprague, et al, d/b as WMIL Bcstg. Co., Milwaukee, Wis. Lake Shore Bcstg. Co., Evanston, Ill.—Designated for consolidated hearing application of WMIL Bcstg. Co., for new station at Milwaukee to operate on 1210 kc, 250 w daytime to be heard with application of Lake Shore Bcstg. Co. for new station at Evanston, Ill., to operate on 1200 kc, 5 kw, daytime.

AM—740 kc

Jose 'E del Valle, Santurce, P. R. WKAQ San Juan, P. R.—Designated for consolidated hearing application of Jose 'E del Valle for new station at Santurce, P. R., to operate on 740 kc, 10 kw, unlimited time, to be heard with application of WKAQ to change operation from 620 kc, 5 kw, unlimited to 740 kc, 10 kw, directional antenna, unlimited.

AM—1340 kc

James Valley Bcstg Co., Huron, S. D.; and Big Sioux Bcstg. Co., Sioux Falls, S. D.—Designated for consolidated hearing applications of James Valley Bcstg. Co., for new station at Huron, S. D., and of Big Sioux Bcstg. Co. for new station at Sioux Falls, S. D., each seeking 1340 kc, 250 w, unlimited time.

AM—1510 kc

Laurence W. Harry, tr/as Fostoria Bcstg. Co., Fostoria, Ohio—Designated for hearing application of Laurence W. Harry, tr/as Fostoria Bcstg. Co. for new station at Fostoria, Ohio, to operate on 1510 kc 250 w, daytime only to be heard with applications of Mansfield Journal and Lorain Journal Co.; issues to be amended to include the Fostoria application; hearing to be held June 19, 1946, at Fostoria, Ohio.

AM—1190 kc

Santa Monica Bcstg. Co., Santa Monica, Calif., and Robert Burdette, San Fernando, Calif.—Designated for hearing application of Santa Monica Bcstg. Co. for new station at Santa Monica, Calif., to operate on 1190 kc 1 kw, daytime only, to be heard in consolidated proceeding with application of Robert Burdette seeking the same facilities at San Fernando, Calif.

AM—1340 kc

Bleecker P. Seaman and Carr P. Collins, Jr., d/b as Seaman and Collins, El Paso. Tex., Del Norte Bcstg. Co., Inc., El Paso Tex.; Sunland Bcstg. Co., El Paso, Tex.—Designated for hearing in consolidated proceeding applications of Seaman and Collins, Del Norte Bcstg. Co. Inc. and Sunland Bcstg. Co., each seeking new stations at El Paso, Tex. to operate on 1340 kc, 250 w, unlimited.

AM—900 kc

Radio Kentucky, Inc., Louisville, Ky.—Designated for hearing application for new station to operate on 900 kc 1 kw, daytime to be heard in consolidated proceeding with applications of I. and E. Bcstg. Co., Dayton, Ohio, and Paul E. Braden, Middletown, Ohio, issues to be amended to included Louisville application.

License Renewals

Granted renewal of licenses of following stations for the period ending Aug. 1, 1948: KEYS; KPAB.

Granted renewal of licenses of following stations for the period ending Nov. 1, 1948: WHBL, WKAT (auxiliary), WNAC (and auxiliary), KGVO, KIDO.

Granted renewal of licenses of following stations for the period ending May 1, 1949: WAYS, WHJB, WWNY, KGHL.

Granted renewal of licenses of following stations for the period ending Feb. 1, 1949: KHAS (Commissioner Durr voting for hearing); KFUN, WFVA.

WRJN Racine, Wis.—Granted renewal of license for period ending Aug. 1, 1947.

Escambia Bcstg. Co., Pensacola, Fla.—Proposed grant CP for new station 1450 kc 250 w; simultaneously proposed to deny application of Gulfport Bcstg. Co. for same facilities.

Copper City Bcstg. Corp., Rome, N. Y.—Proposed grant CP new station 1450 kc 250 w; simultaneously proposed to deny applications of Utica Observer-Dispatch Inc., Utica; Ronald B. Woodyard, and Utica Bcstg. Co., all seeking same facilities in Utica, N. Y.

* * *

Commercial FM—CPs issued to 13 holders of conditional grants and engineering approvals [see page 97 BROADCASTING June 17].

JUNE 17
ACTIONS ON MOTIONS

By Commissioner Jett

WKZO Kalamazoo, Mich.—Granted leave to intervene in hearing in re application of Central Bcstg. Corp., Flint, Mich.

New York Sun Bcstg. Co., Inc. New York—Granted petition to dismiss without prejudice application for FM CP.

Dual Engineering Corp., Chicago—Granted petition to dismiss without prejudice application for FM CP.

LCB, Inc., Lorain, Ohio—Granted petition for leave to amend application so as to make minor changes re stockholders; accepted amendment filed with petition.

Globe-Democrat Publishing Co., St. Louis—Granted petition for leave to amend application for FM CP so as to supply current engineering data; accepted amendment filed with application.

Pawtucket Bcstg. Co., Pawtucket, R. I.—Granted petition for leave to amend application for FM CP so as to add additional engineering report designed to correct minor arithmetical defects in engineering report previously filed; accepted amendment filed with petition.

Kentucky Lake Bcstg. System, Inc., Paris, Tenn.—Granted petition for leave to amend application so as to specify frequency, 710 kc, daytime only, instead of 1340 kc, unlimited time, and make other changes; accepted amendment filed with petition; removed application from hearing docket.

North Jersey Radio, Inc. Newark, N. J.—Granted petition for leave to amend application for FM station so as to show substitution of Edward W. Scudder, Jr., for Edward A. Foote as president and a director of corporation; make other changes; accepted amendment filed with petition. Granted same, for application for CP for standard station.

Raytheon Manufacturing Co., New York—Granted petition to dismiss without prejudice application for television CP.

Greater New York Bcstg. Corp., New York—Granted motion to dismiss without prejudice application for FM CP.

Skyland Bcstg. Corp., Dayton, Ohio—Granted petition to reopen record in the hearing upon applications of Skyland Bcstg. Corp., Dayton, Ohio, Ohio-Michigan Bcstg. Corp., Toledo, Ohio, and WTOL, Toledo, Ohio for the purpose of receiving into the record a stipulation regarding the technical and legal qualifications of certain of petitioner's minority stockholders.

The Yankee Network, Inc. Providence, R. I.—Granted petition for leave to amend application for FM CP, so as to supply additional engineering information and make changes to reflect the additional data; accepted amendment filed with petition.

Evangelical Lutheran Synod of Missouri, Ohio and Other States, Clayton, Mo.—Granted petition for leave to amend application for FM CP so as to specify 10 kw instead of 3 kw and make other changes; accepted amendment filed with petition.

Summit Radio Corp., Akron, Ohio—Granted petition for leave to amend application for CP so as to show a revised directional antenna system as shown in amended engineering report filed with amendment, and change Paragraph 5 to show revised estimates on initial installation costs; accepted amendment filed with petition.

KVGB Great Bend, Kan.—Granted petition for leave to amend application so as to specify 5 kw power, unlimited time, with directional antenna night, instead of 1 kw, unlimited time, and make other changes; accepted amendment filed with petition.

Caprock Bcstg. Co., Lubbock, Tex.—Granted petition for leave to amend application for CP, so as to specify a new transmitter site and directional antenna system, and show revised engineering information; accepted amendment filed with petition.

William Penn Bcstg. Co., Philadelphia—Granted petition for leave to amend application for television CP, so as to show revised engineering data; accepted amendment filed with petition.

E. E. Murray, et al, d/b as Tennessee Broadcasters, Nashville, Tenn.—Granted petition for leave to amend application for CP so as to show deletion of Tony Sudekum as partner; the formation of new partnership by E. E. Murray, Harben Daniel and J. B. Fuqua (remaining partners) accepted amendment filed with petition; reopened record in Docket 6648; and without further hearing made said amendment part of the record.

WBNX Bcstg. Co. Inc., New York—Granted petition for leave to amend application for FM CP so as to show current information regarding officers and directors of corporation; revised engineering data, and make other changes; accepted amendment filed with petition.

Abilene Bcstg. Co., Abilene, Tex.—Granted petition for leave to amend application so as to show the deletion of Howard Barrett and Bruce B. Meader as officers, directors and stockholders of corporation, and the substitution therefor of Lewis Dale Ackers and Jack Andrews, and to make other changes and accepted amendment filed with petition.

Empire Newspapers-Radio, Inc., Endicott, N. Y.—Granted petition for leave to enlarge issues in re application of James Robert Meachem for construction permit to include issues as to availability of 1400 kc.

C. R. Bellatti, Stillwater, Okla.—Granted petition to amend application for CP so as to request 840 kc, daytime only, instead of 1490 kc unlimited; change applicant from an individual to the Stillwater Publishing Co. and make other changes; accepted amendment filed with petition; removed application from hearing docket.

WGRC Louisville, Ky.—Denied petition to keep hearing and record open in proceeding upon its application for CP for leave to amend application so as to specify a revised directional antenna pattern, and to set a date for further hearing; the petition was denied without prejudice to petitioner's right to file on or before Aug. 1, 1946, a petition for leave to amend its application so as to specify a modified directional antenna design at such time as it may file a proper amendment and the necessary accompanying engineering report.

International Union, United Automobile, Aircraft and Agricultural Implement Workers of America (UAW-CIO), Detroit—Granted petition for leave to amend application for an FM station in Chicago, Ill., so as to substitute the UAW-CIO Bcstg. Corp. of Illinois as applicant; accepted amendment filed with petition.

Chester E. Daly, Cleveland—Granted petition for leave to amend application for CP so as to change the status of applicant from an individual to a corporation; accepted amendment filed with petition.

WISN Milwaukee, Wis.—Dismissed petition for leave to intervene in consolidated hearing in Dockets 6824, 7356, 7357, 7490.

* * *

Scheduled hearing for July 18, 1946, upon applications of KHTN, Inc., and W. Albert Lee, Houston, Texas, to be heard in consolidated hearing.

On Commission's own motion, continued hearing from July 1 to July 8, in re applications for FM stations in New York city area.

On Commission's own motion, continued further consolidated hearings from June 18 to August 5, 1946, in re Missionary Society of St. Paul The Apostle and WNEW, New York.

On Commission's own motion, continued hearing in re WAKR Akron, Ohio, from June 17 to June 24, 1946.

On Commission's own motion, continued hearing in re applications of Don Lee Bcstg. System to Oct. 7, 1946.

Denied petition filed by Seaboard Radio Bcstg. Corp., for continuance of hearing in re application for television stations in Philadelphia area.

(Continued on page 85)

HARVEY
Bliley BRUSH PRESTO
Bogen
NATIONAL ALTEC
LANSING CORPORATION

"NAME" BRANDS

Presto Altec Lansing . . Brush Daven . . National . . Bogen — they're big "name" brands and you'll find them here at Harvey, a steady source of supply for broadcast stations since 1928. We have practically everything here a station needs except the talent and the announcer. And we've backed our fine stocks up with an equally fine shipping service. Orders are filled as rapidly as possible, and are packed to reach you in first-class condition. Our prices are right, too. All in all, it pays to do business with Harvey

No matter where you are located, a letter, telegram or phone call will get you prompt action

Telephone LOngacre 3-1800

HARVEY RADIO COMPANY
103 WEST 43rd STREET • NEW YORK 18, N. Y.

EASY TO SET UP
FAST TO GET GOING

Raytheon's
REMOTE AMPLIFIERS
1-Channel and 3-Channel

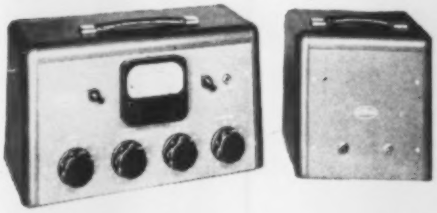
These Remote Amplifiers by Raytheon get a program "on the air" in a hurry. Operators prefer them because they are light weight and easy to carry, easy to set up, simple to operate and ruggedly dependable.

Strikingly beautiful steel cabinets with sloping front panels, finished in durable two tone tan baked enamel. You will be proud to have them represent your station at remote pick-ups. Remember, more people see your remote equipment than your studio—and value your station accordingly.

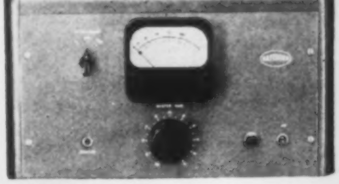
Both models have the same electrical characteristics and *equal or exceed all FCC requirements for FM transmission.* Distortion is less than 1½% from 50 to 200 cycles and less than 1% from 200 to 15,000 cycles. Noise level of 60 DB or better. Frequency response 30 to 15,000 cycles. High overall gain of 86 DB permits use with high fidelity microphones. Finest quality Weston VU Meters with 4-in. illuminated dials are the same as those used in high fidelity studio equipment. This permits the remote operator to properly "ride the gain" at the source and all standard studio meters of network stations will show identical readings. We can deliver immediately. *WRITE TODAY* for information and prices.

Devoted to Research and Manufacture for the Broadcasting Industry

The three channel model is furnished with two matching airplane type luggage carrying cases. Extra compartment in power supply case for microphone, extension cable and other accessories. Total weight, including cases, only 54 lbs.



Handsomely styled and ruggedly built for long hard service. Sloping front panels combine maximum visibility of controls with ease of operation. Strong steel-core handles snap flat when not in use.



The one channel model is entirely self contained with built-in power supply. Furnished either with or without 4" Weston VU Meter. Not supplied with a carrying case. Weighs only 20 lbs.

Entire chassis of both amplifiers and power supply instantly slides out of cabinets by merely turning four air lock screws on front panels. Provides complete accessibility to all components and wiring for emergency servicing. Supplied with either Cannon or Hubbell plugs.

RAYTHEON MANUFACTURING COMPANY

Broadcast Equipment Division

7517 No. Clark Street, Chicago 26, Illinois

RAYTHEON

Excellence in Electronics

Chinese Radio

(Continued from page 77)

Minister of Information, Dr. Peng Hsueh-pei, and the Minister of Communications, Gen. Yu Ta-wei, invited this correspondent to submit a memorandum outlining the needs of foreign correspondents, together with recommendations for the development of the necessary facilities. The following proposals were submitted to them May 24:

(a) CGRA should operate at least one 50 kw station or its equivalent in Shanghai, along with two or three secondary stations of less power in other major cities.

(b) Nanking, if it does not have its own transmitter, should be connected with the Shanghai transmitter by a Class-A telephone circuit.

(c) In the development of low-powered short-wave radio communications for domestic traffic, provision should be made for voice transmission which could be relayed through Shanghai to the U. S.

(d) Since foreign correspondents must broadcast at times fixed by network schedules in the United States, there should be an explicit regulation giving correspondents a No. 1 priority for time over all CGRA short-wave facilities.

In support of these recommendations, the memorandum pointed out that network program supervisors will not order pickups unless signals from overseas are of high quality. For that reason, China needs at least one transmitter capable of competing with the best signals in the Far East. The ministries were especially impressed by the fact that radio news reports reach and mold the opinions of some 40 million American listeners. The memorandum concluded: "Radio may not appear to be the most conspicuous and urgent need of the moment in China, but from the point of view of world politics, its value can hardly be over-estimated."

Chinese officials admit frankly that, if their communications are to be modernized, it must be with American funds and equipment. China itself has no electrical industry capable of producing precision goods of this type.

Fear Restrictions

The fear among Americans is that, as soon as the Chinese get the equipment they want, they will impose so many restrictions on its use that foreigners will find it inaccessible.

Radio and newspaper correspondents are already protesting against a regulation effective July 1 providing they must obtain travel permits every time they move from one city to another. No such restriction is placed on the movement of Chinese correspondents in the United States. In addition, correspondents are required to obtain a certificate of registration and a special passport in order to be able to file copy.

The freedom of correspondents is also endangered by a new regulation giving police constables the right to search private homes at their own discretion and without a warrant. It is easy to see the abuses to which newsmen and their families might be exposed if their dispatches from Shanghai should displease someone in authority.

American correspondents in China will need the full support of their networks if they are to obtain, first, suitable technical facilities and, second, freedom from restrictions which may make their work difficult or impossible. Unless the Chinese Government proves more cooperative than it has been thus far, the news capital of the Orient may shift from Shanghai to the rapidly reviving British crown colony at Hongkong.

PRESENTATION of the Exceptional Civilian Award was made June 14 to Carl E. Smith (r), vice president of the United Broadcasting Co. in charge of engineering [BROADCASTING, June 17]. Making the official award was Brig. Gen. C. H. Arnold, chief of the Office of Procurement & Distribution, who flew from Washington for the brief ceremony in the studios of WHK, UBC's station in Cleveland. Mr. Smith was requested by the War Dept. in 1942 and served in secret work as assistant director of the operational research staff

WJR Choral Clinic

TO DISCOVER new voices and stimulate choral singing in Detroit, WJR Detroit is sponsoring a Summer Choral Clinic. Classes, which are under the direction of Don Large and John McKenzie, meet twice weekly. Supplementing choral training provided in that city's public schools, clinic is open to high school students with good voices in all ranges and who have musical talent and reading ability. Instruction, which includes radio choral music and microphone technique, is given without charge.

Question:
Who represents
WHAM ... Your
Western New York
salesman?

WHAM

Answer:
GEORGE P. HOLLINGBERY CO.
with offices in
CHICAGO · NEW YORK
ATLANTA · SAN FRANCISCO
LOS ANGELES

WHAM
ROCHESTER, N. Y.
Your Western New York Salesman
50,000 Watts • Clear Channel • 1180 on the dial • Affiliated with NBC
National Representative: GEORGE P. HOLLINGBERY CO.
"The Stromberg-Carlson Station"

HOLLISTER
CRYSTALS
QUARTZ OSCILLATORS SINCE 1927
HOLLISTER CRYSTAL CO.
Boulder, Colorado

FCC Actions

(*Continued from page 82*)

JUNE 17

BY THE COMMISSION

The Commission on June 13, upon consideration of petitions to dismiss without prejudice applications of Westinghouse Radio Stations, Inc., Seaboard Radio Bcstg. Corp. and Pennsylvania Bcstg. Co., for television stations in Philadelphia, Pa., dismissed said applications without prejudice. At the same time, the Commission removed the applications of The Philadelphia Inquirer, A Division of Triangle Publications, Inc., Philadelphia Daily News, Inc., and William Penn Bcstg. Co., from hearing docket, and cancelled hearing scheduled for June 17.

KWBU Corpus Christi, Tex.—Granted special service authorization to operate on 1030 kc, 50 kw, non-directional antenna, daytime hours, for a period of six months.

By Comr. Durr

Joseph M. Viana, Woonsocket, R. I.—Granted petition to dismiss without prejudice application for CP.

Associated Electronic Enterprises, Woonsocket, R. I.—On Commission's own motion, removed from hearing docket application for CP.

By ADMINISTRATIVE BOARD

WHNC Henderson, N. C.—Granted ification of CP for change in type of transmitter.

WAYN Rockingham, N. C.—Granted modification of CP for approval of antenna and approval of transmitter location.

KERO Bakersfield, Calif.—Granted modification of CP for change in type of transmitter and make changes in ground system.

JUNE 19

BY ADMINISTRATIVE BOARD

WNHC New Haven, Conn.—Granted CP to install a new transmitter.

Herbert Herff, Memphis, Tenn.—Granted modification of CP which authorized a new FM station, to change name to Herbert Herff, tr/as WHHM Bcstg. Co.

WHP-FM Harrisburg, Pa.—Granted special temporary authority to operate a composite 250 w FM transmitter with a single unit antenna on the Harrisburger Hotel, Harrisburg, Pa., on channel 247, 97.3 mcs using special emission for FM, in order to make a regular program service immediately available in the Harrisburg area, for the period June 17 and ending no later than Sept. 14.

W3XUJ Princeton, N. J.—Granted extension of special temporary authority to operate on old television channels 17 and 18 (282-294 mcs) with power of 5 kw (peak) A5 emission and special emission for FM, for the period June 20 to July 19, 1946, in order to conduct tests on television equipment.

Capitol Bcstg. Co. Inc., Raleigh, N. C.—Granted special temporary authority to operate a REL 518A-DL 1 kw transmitter on 95.3 mcs with REL 642.3 bay turnstile FM antenna on top of AM tower, for a period of 90 days from date of grant.

Agr. and Mechanical College of Texas, College Station, Tex.—Granted special temporary authority to operate a 250 w GE transmitter on 94.5 mcs with one bay loop antenna on top of WTAW tower for a period of 90 days from date of grant.

Contra Costa Bcstg. Co., Richmond, Cal.—Granted special temporary authority to operate a GE 250 w transmitter Type BT-1a on 104.7 mcs. with a 2 bay circular antenna on 90 foot pole for a period of 90 days from date of grant.

WJJD Chicago—Granted modification of CP which authorized increase in power, etc. to install a new transmitter (RCA BTA 50-F).

KVCV Redding, Calif.—Granted CP to install a new transmitter.

WBRY Waterbury, Conn.—Granted modification of CP which authorized increase in power, etc.., to change type of transmitter.

JUNE 20

By COMMISSION EN BANC

AM—1340 kc

Midwestern Bcstg. Co., Petoskey, Mich.—Granted CP new station 1340 kc 250 w, unlimited time; engineering conditions.

AM—1020 kc

Mid-State Bcstg. Co., Peoria, Ill.—Granted CP new station 1020 kc, 1 kw daytime. The Commission denied the petition filed by Mid-State Bcstg. Co. requesting the Commission to tender a grant to Southern Illinois Bcstg. Partnership, Carbondale, Ill., on the frequency 1030 kc 1 kw daytime only, in lieu of 1020 kc as requested.

Acquisition of Control

WWSR St. Albans, Vt.—Granted consent to acquisition of control of Vermont Radio Corp., Inc., licensee of WWSR, by involuntary transfer of shares of stock to Ernest C. Perkins, executor of the Estate of William G. Ricker (deceased); no monetary consideration.

Assignment of License

WDEV Waterbury, Vt.—Granted involuntary assignment of license of station WDEV from Lloyd E. Squier and William G. Ricker, d/b as Radio Station WDEV, to Lloyd E. Squier, surviving partner of Lloyd E. Squier and William G. Ricker, d/b as Radio Station WDEV, and Ernest G. Perkins, executor of Estate of William G. Ricker, deceased.

AM—1350 kc

Interstate Radio Inc., Moscow, Ida.; KRLC Lewiston, Ida.—Designated for hearing application for new station to operate on 1340 kc 250 w, unlimited time, to be heard with application of H. E. Studebaker to change assignment of KRLC from 1400 kc 250 w unlimited, to 1350 kc 1 kw, install directional antenna for night use, new transmitter and change transmitter location.

Assignment of License

WQAN Scranton, Pa.—Granted consent to involuntary assignment of license of WQAN from The Scranton Times (Co-Partnership), Wm. R. Lynett, Elizabeth R. Lynett and Edw. J. Lynett Jr., to the Scranton Times (Co-Partnership), Elizabeth R. Lynett and Edward J. Lynett Jr. No monetary consideration involved.

AM—1020 kc

Southern Ill. Bcstg. Partnership (Paul F. McRoy, John H. Searing, Ann E. Searing), Carbondale, Ill.—Granted CP for a new station to operate on 1020 kc, 1 kw, daytime.

Applications . . .

JUNE 14

FM—104.5 mc

Review Publishing Co., Alliance, Ohio—Modification of CP which authorized a FM Metropolitan station, to change class of station to Community, and specify a frequency of 104.5 mc, channel 263; type of transmitter, transmitter and studio location and changes in antenna system.

AM—1340 kc

WJPR Greenville, Miss.—CP to install a new transmitter.

FM—Unassigned

Variety Bcstg. Co., Inc. Dallas, Tex.—CP for a new FM (Metropolitan) broadcast station to be operated on frequency to be assigned by Chief Engineer of FCC, with coverage of 10,600 sq. mi.

AM—1240 kc

WIBU Poynette, Wis.—License to cover CP which authorized installation of new antenna and changes in ground system; authority to determine operating power by direct measurement of antenna power.

AM—1230 kc

KRES St. Joseph, Mo.—License to cover CP which authorized a new station, and to specify studio location as 113 South 7th St. St. Joseph; authority to determine operating power by direct measurement of antenna power.

Application Dismissed:

FM—45.7 mc

Louis Wasmer Inc., Spokane, Wash.—CP for new FM station to be operated on 45.7 mc with coverage 12,609 sq. mi. (Request of attorney).

Applications Tendered for Filing:

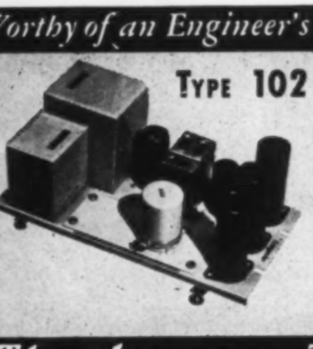
AM—620 kc

Bruno Shaw, New York—CP new station 620 kc., power not specified and unlimited hours of operation.

AM—580 kc

KSAC Manhattan, Kan.—CP to change power from 500w-1kw-LS to 500w-5kw-LS, install new transmitter and change transmitter location.

(*Continued on page 86*)



Worthy of an Engineer's Careful Consideration

TYPE 102-A LINE AMPLIFIER

TYPE 102A Amplifier is one of the 102 Series Line Amplifiers of which four different types are available. The "A" is mostly used to drive the line after the master gain control. It is quiet, has excellent frequency characteristic and ample power output with low distortion products.

The Langevin Company
INCORPORATED
SOUND REINFORCEMENT AND REPRODUCTION ENGINEERING

NEW YORK
37 W. 65 St., 23

SAN FRANCISCO
1050 Howard St., 3

LOS ANGELES
1000 N. Seward St., 38

N
W
E
S
ROANOKE

24.8% OF VIRGINIA'S FOOD IS BOUGHT BY WDBJ LISTENERS!

Twenty-five cents out of every dollar spent for food in Virginia is spent by the people in WDBJ's listening area (Roanoke and most of Southwest Virginia), according to Sales Management (1945). Our population in Southwest Virginia is 841,700—exceeds the urban populations of such cities as Boston, Pittsburgh, and Cincinnati.

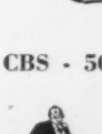
And—this market is dominated by *one* station—WDBJ—the only station that gives you *full* coverage of this section. Ask us for details, or just call Free & Peters.

WDBJ
ROANOKE, VA.

CBS • 5000 Watts • 960 KC

Owned and Operated by the
TIMES-WORLD CORPORATION

FREE & PETERS, INC., *Nat'l Representatives*



? ? ?
UNCERTAIN?
CONFUSED?
By The Rapid Advances In BROADCASTING
AM-FM-FAX

Electronics have entered many new fields of practice.

You

can be excused for not knowing everything about the latest developments which make your business possible

But

for more than 20 years we have kept up every day with electronic progress. We are qualified to consider your problems in the light of today's requirements.

GRETHER RADIO ELECTRONICS
CORPORATION
JULIUS L. GRETHER   WILLIAM P. GRETHER
TELEPHONE NORFOLK [illegible]
118 BROOKE AVE., NORFOLK, VA.

FCC Actions

(Continued from page 85)

AM—1490 kc

Intermountain Bcstg. Co. Inc., Albuquerque, N. Mex.—CP for a new station 1490 kc 250 w and unlimited hours.

AM—890 kc

Theodore Granik, Washington, D. C.—CP new station 890 kc 5 kw and daytime hours.

JUNE 14

AM—1340 kc

WNHC New Haven, Conn.—CP to install a new transmitter.

AM—1240 kc

WINN Louisville, Ky.—Transfer of control of licensee corporation from Nelle M. Kendrick, Executrix of the Estate of D. E. Kendrick, Deceased to Nellie M. Kendrick.

FM—98.0 mc

Voice of Alabama Inc., Birmingham, Ala.—CP for new high frequency FM (Metropolitan) station to operate on plus or minus 98.0 mc coverage 13,307 sq. mi.—AMENDED: to change studio location, transmitter site and to make changes in antenna system.

FM—Unassigned

Nunn Bcstg. Corp., Mobile, Ala.—CP for new FM (Metropolitan) station to be operated on frequency to be assigned by FCC, coverage of 7,461 sq. mi.

FM—Unasigned

Carter C. Peterson, Savannah, Ga.—CP new FM (Metropolitan) station to be operated on frequency to be assigned by FCC coverage to be determined—AMENDED: to change studio location, transmitter site and make changes in antenna system.

AM—940 kc

The Times Picayune Publishing Co., New Orleans—CP new station 1560 kc 10 kw day and night, DA and unlimited hours of operation—AMENDED: to change frequency from 1560 to 940 kc, power from 10 kw day and night to 1 kw using non-directional antenna, hours of operation from unlimited to daytime only, change type of transmitter, transmitter and studio loction, and make changes in stockholders.

AM—1030 kc

Burlington-Graham Bcstg. Co., Burlington, N. C. (P. O. State Theatre Bldg.)—CP new station 1030 kc 1 kw and daytime hours.

AM—1400 kc

WCNC Elizabeth City, N. C.—Acquisition of control of licensee corporation by Dr. J. A. Gill, W. K. Leary and S. A. Twiford through purchase of 60 shares of common stock (24%) from Ed Harris.

FM—102.5 mc

Southeastern Bcstg. Co., Charlotte, N. C.—Modification of CP which authorized a new Metropolitan FM broadcast station to change class of station to Rural; specify frequency as channel 273, 102.5 mc, coverage of 27,600 sq. mi.; population of 2,161,912; type of transmitter, transmitter location and changes in antenna system.

AM—890 kc

WHNC Henderson, N. C.—Modification of CP which authorized increase in power and installation of new transmitter to change type of transmitter.

FM—Unassigned

Oklahoma Press Publishing, Muskogee, Okla.— CP for new FM (Metropolitan) station to be operated on frequency to be determined by chief engineer of FCC, coverage to be determined.

AM—730 kc

Robert W. Rounsaville and George M. Clark d/b as Pulaski Bcstg. Co., Pulaski, Tenn. (P. O. Box 227)—CP for a new station to be operated on 730 kc 250 w and daytime hours.

AM—1030 kc

Saint Louis County Bcstg. Co., Clayton, Mo.—CP new station 1030 kc 1 kw and daytime hours.

AM—830 kc

Kennett Bcstg. Corp., Kennett, Mo.—CP for a new station 730 kc 1 kw and daytime hours—AMENDED: to change frequency from 730 to 830 kc and change transmitter location.

AM—1450 kc

J. F. Tighe, Porterville, Calif.—CP new station 1450 kc, 250 w and unlimited hours.

AM—1600 kc

Peach Bowl Broadcasters, a partnership composed of Beverly B. Ballard, Dewey Allread, Jr., Clyde L. Goodnight, Raymond F. Linn and Chester V. Ullom, Yuba City, Calif.—CP new station 1400 kc 250 w and unlimited hours— AMENDED: to change frequency from 1400 to 1600 kc, power from 250 to 500 w, make changes in antenna, type of transmitter, studio location and to show two additional partners Raymond F. Linn and Chester V. Ullom.

AM—1350 kc

KRLC Lewiston, Ida.—CP to change name of licensee to H. E. Studebaker tr/as Station KRLC, change frequency from 1400 to 1350 kc, power 250 w to 1 kw, install new transmitter and directional antenna for night use and change transmitter location.

Applications Tendered for Filing:

AM—860 kc

The Miami County Bcstg. Co., Inc., Piqua, Ohio—CP new station 860 kc, 250 w and daytime hours.

AM—1230 kc

Wayne M. Nelson Inc., Fayetteville, N. C.—CP new station 1230 kc, 250 w and unlimited hours.

AM—1310 kc

WMBH Joplin, Mo.—CP to change frequency from 1450 to 1310 kc, power from 250 w to 1 kw night, 5 kw day install directional antenna for night use, new transmitter and change transmitter location.

JUNE 17

AM—1450 kc

WAGM Presque Isle, Me.—Acquisition of control of licensee corporation by Harold D. Glidden and Harry E. Umphrey through purchase of 215 shares of common stock (43%) from Lester E. Hughes, Mrs. Lester E. Hughes, C. F. Grant, Mrs. C. F. Grant and Ernest A. Trite.

AM—1480 kc

WSAR Fall River, Mass.—CP to change

Hearings This Week

(Subject to last-minute change by FCC)

MONDAY, June 24, Washington, D. C.

WAKR Akron, Ohio—CP 1590 kc, 5 kw, directional antenna.
KGVB—Intervenor.

MONDAY, June 24, Washington, D. C.

Lake Bcstg. Co. Inc., Gary, Ind.—CP new station 1560 kc, 500 w night, 1 kw day.
Further hearings on Los Angeles television applications.

MONDAY, June 24, Cleveland, Ohio

Chester E. Daly; Samuel R. Sague; Cuyahoga Bcstg. Co.; Western Reserve Bcstg. Co.; Forest City Bcstg. Co.—All seeking CP new station 1490 kc, 250 w.

MONDAY, June 24, Washington, D. C.

The Constitution Publishing Co., Atlanta, Ga.—CP new station 550 kc, 5 kw, directional antenna night; **Montana Bcstg. & Television Co., St. Louis**—CP new station 550 kc, 1 kw; **Atlantic Radio Corp., Boston**—CP new station 550 kc, 5 kw; **WJIM Lansing, Mich.**—CP 550 kc, 1 kw, directional antenna; **KSD St. Louis**—CP 550 kc, 5 kw, directional antenna night; **WGR Buffalo**—CP 550 kc, 5 kw, directional antenna night; **KTSA San Antoino, Tex.**—CP 550 kc, 5 kw, directional antenna night; **KCRS Midland, Tex.**—CP 550 kc, 5 kw, directional antenna; **WKRC Cincinnati**—CP 550 kc, 5 kw, directional antenna; **WDEV Waterbury, Vt.**—CP 550 kc, 1 kw, directional antenna; **KOAC Corvallis, Ore.**—Modification of license 550 kc, 5 kw directional antenna.
KFYR, WNBH—Intervenors.

MONDAY, June 24, Brockton, Mass.

Bay State Beacons Inc., Brockton; Mitchell G. Meyers et al, Brockton; Curnan Co., Brockton; Plymouth County Bcstg. Corp., Brockton; Old Colony Bcstg. Co. Inc., Brockton—All seeking CP new station 1450 kc, 250 w.
WPOR—Intervenor.

MONDAY, June 24, Washington, D. C.

WAML Laurel, Miss.—CP 1560 kc 1 kw.
The Times-Picayune Publishing Co.—Intervenor.

TUESDAY, June 25, Washington, D. C.

KTHS West Memphis, Ark.—CP 1090 kc, 25 kw night, 50 kw day, directional antenna night; **WMFJ Daytona Beach, Fla.**—CP 1090 kc, 1 kw, directional antenna night.

TUESDAY, JUNE 25, Medford, Ore.

Medford Printing Co., Medford—CP new station 1230 kc, 250 w; **S. W. McCready, Medford**—CP new station 1230 kc, 250 w.

WEDNESDAY, June 26, Washington, D. C.

WOOP Inc., Dayton, Ohio—CP new station 1150 kc, 5 kw, directional antenna day and night; Northwestern Ohio Bcstg. Co., Lima, Ohio—CP new station 1150 kc, 1 kw; **Sky Way Bcstg. Co., Columbus, Ohio**—CP new station 1150 kc, 1 kw night, 5 kw day, directional antenna day and night.

WEDNESDAY, June 26, Washington, D. C.

A. J. Fletcher, Greensboro, N. C.—CP new station 850 kc, 1 kw daytime; **The News and Observer Publishing Co., Raleigh, N. C.**—CP new station 850 kc, 1 kw night, 5 kw day; **High Point Enterprise Inc., High Point N. C.**—CP new station 830 kc 1 kw daytime.
WRUF—Intervenor.

THURSDAY, June 27, Washington, D. C.

Chillicothe Bcstg. Co., Chillicothe, Ohio—CP new station 1490 kc, 100 w; **Shawnee Bcstg. Co., Chillicothe**—CP new station 1490 kc, 250 w.

THURSDAY, June 27, Fort Wayne, Ind.

Hearings on three applications for FM facilities in Fort Wayne.

THURSDAY, June 27, Washington, D. C.

Henry F. Fett, Dearborn, Mich.—CP new station 1450 kc 1 kw daytime; **Suburban Broadcasters, Dearborn**—CP new station 1450 kc 1 kw daytime.

FRIDAY, June 28, Washington, D. C.

Norfolk Bcstg. Corp., Norfolk, Va.—CP new station 1220 kc, 250 w daytime; **Tidewater Bcstg. Corp., Norfolk**—CP new station 1230 kc 100 w.
The Peninsula Bcstg. Co.—Intervenor.

★ HEART OF EASTERN NORTH CAROLINA
BRIGHT LEAF TOBACCO BELT

this WASHINGTON★ IS IN NORTH CAROLINA

In Case you didn't know!

This Washington, in the heart of Eastern North Carolina, is the home town of WRRF! Also perhaps you didn't know that Eastern North Carolina Bright Leaf Tobacco farmers sold their 1945 crop for over $175,000,000.00.

We want you to know . . . that WRRF serves this market completely . . . a market of over 600,000 population . . . with 6,188 retail stores that do over $100,000,000.00 annual sales volume.

You should know . . . that 67,144 radio homes depend primarily on WRRF for their favorite national and local programs.

Then you will know that WRRF is the only "buy" to cover Eastern North Carolina . . . WRRF will sell your product in one of America's richest agricultural belts . . . So remember WRRF . . . **This** Washington in North Carolina—and, this "as good as gold" . . . market.

WRRF
930 Kc.   1000 WATTS

TAR HEEL BROADCASTING SYSTEM, INC.
"WE RADIATE REAL FRIENDSHIP"
AFFILIATED WITH THE AMERICAN BROADCASTING COMPANY
FORJOE & COMPANY • National Representative
NEW YORK   CHICAGO   PHILADELPHIA

WASHINGTON
NORTH CAROLINA
"HOME OF WRRF"

requency from 1480 to 1470 kc, power rom 1 to 5 kw, install new transmitter, nd directional antenna for day and ight use and change transmitter loation from South Somerset, Mass., to ortsmouth, R. I.—AMENDED: to hange requested frequency from 1470 o 1480 kc, make changes in directional ntenna for day and night use and hange transmitter location from ortsmouth, R. I., to Somerset Townhip, Mass.

AM—590 kc

Liberty Bcstg. Corp., Rochester, N. Y. P. O. 1022 Munsey Bldg., Washington, . C.)—CP for a new station 590 kc, 5 w, directional antenna day and night se and unlimited hours of operation.

AM—690 kc

Appalachian Bcstg. Corp., Bristol, Va. —CP new station 1400 kc 250 w and nlimited hours—AMENDED: to change requency from 1400 to 690 kc, power rom 250 w to 1 kw hours of operation rom unlimited time to daytime only nd change type of transmitter.

AM—1490 kc

WGKV Charleston, W. Va.—Acquisiion of control of licensee corporation hrough purchase of 125 shares of comnon stock (50%) by R. M. Venable from . R. Custer and Floyd E. Price.

AM—1450 kc

Lauren Mickle, John Garrison, Joe . Foster, Jr., d/b as Huntsville Bcstg. o., Huntsville, Ala.—CP for a new staion 1450 kc 250 w and unlimited hours.

AM—590 kc

WDLP Panama City, Fla.—CP to hange frequency from 1230 to 590 kc, ower 250 w to 1 kw, install new transnitter and directional antenna for night se, and change transmitter location.

AM—1270 kc

KIOX Bay City, Tex.—Modification of P which authorized a new station to hange frequency from 1110 to 1270 c, hours of operation from daytime to nlimited time with 1 kw, change type f transmitter, install directional anenna for night use, correct studio loation and extend commencement and ompletion dates.

AM—1230 kc

WJOB Hammond, Ind.—Voluntary asignment of license to South Shore cstg. Corp.

AM—1230 kc

KYSM Mankato, Minn.—Voluntary asignment of license to F. B. Clements Co., a copartnership composed of . Braden Clements, Clara D. Clements, . C. Clements, Durant F. Clements, harles R. Butler, Jr., and James F. adden, Jr., d/b as The Southern Minesota Supply Co.

AM—1450 kc

Robert E. Neathery, West Plains, Mo. -CP for a new station 1450 kc 250 w nd unlimited hours.

AM—960 kc

Radio Phoenix, Inc., Phoenix, Ariz.— P new station 960 kc 5 kw directional ntenna for night use, and unlimited ours.

Video 480—408 mc

W6XLA Los Angeles, Calif.—License o cover CP which authorized change in requency, transmitter and emission.

Video 76-82 mc

W6XYZ Los Angeles, Calif.—License o cover CP which authorized a change n transmitter site and emission.

pplications Tendered for Filing:

AM—1190 kc

Richard E. Adams, James H. Shoeaker and Albert A. Anderson, d/b as uburban Bcstg. Co., Farmington, Mass. -CP new station 1190 kc, 1 kw and aytime hours.

AM—620 kc

Triangle Bcstg. Associates Inc. Hackenack, N. J.—CP for new station 620 c, 250 w, unlimited hours, directional ntenna for day and night use.

AM—1490 kc

Lewis C. Tierney, Helen S. Tierney nd Albert S. Kemper, Jr., d/b as Merer Bcstg. Co., Princeton, West. Va.— P new station 1490 kc, 250 w and nlimited hours.

AM—1270 kc

WTAL Tallahassee, Fla.—CP to change equency from 1340 to 1270 kc power om 250 w to 5 kw, install directional ntenna for night use, new transmitter d change transmitter location.

AM—1450 kc

Edney Ridge and Hadley Hayes d/b Carolina-Northwest Bcstg. Co., North ilkesboro, N. C.—CP new station 1450 , 250 w and unlimited hours.

AM—1230 kc

Eugene E. Stone, Florence, S. C.— P new station 1230 kc 250 w and united hours.

AM—1140 kc

Alfred Achilles Corcanges, Mineral ells, Tex.—CP new station 1140 kc 250 and daytime hours.

AM—1230 kc

Mojave Valley Bcstg. Co., a partnership of William T. Brown, Burton C. Boatright & Robert E. Reno, Barstow, Calif.—CP new station 1230 kc 250 w and unlimited hours.

JUNE 18

AM—1490 kc

WICY Malone, N. Y.—Modification of CP which authorized a new standard broadcast station to change type of transmitter.

FM—Unassigned

The Outlet Co., Providence, R. I.—CP new high frequency FM (Metropolitan) station to be operated on frequency "to be assigned by FCC" coverage of 7,200 sq. mi.—AMENDED: to show correct type of transmitter.

AM—1560 kc

KWCO Chickasha, Okla.—Modification of CP which authorized a new station for approval of antenna and approval of new transmitter location.

AM—1450 kc

WLAR Athens, Tenn.—License to cover CP as modified which authorized a new station; authority to determine operating power by direct measurement of antenna power.

AM—590 kc

KTBC Austin, Tex.—License to cover CP which authorized increase in power, installation of new transmitter and directional antenna for night use and move of transmitter; authority to determine operating power by direct measurement of antenna power.

FM—95.5 mc

Fort Wayne Bcstg. Inc., Fort Wayne, Ind.—CP new FM (Metropolitan) station to be operated on channel 238, 95.5 mc with coverage of 13,700 sq. mi.

AM—1230 kc

KXLO Lewiston, Mont.—Modification of CP which authorized a new station for approval of antenna and approval of transmitter location.

AM—1450 kc

KQEA Alubquerque, N. M.—Modification of CP for approval of antenna and approval of transmitter and studio locations.

Application Dismissed:

AM—1450 kc

Dickinson Publishing Co., Dickinson, N. D.—CP new station 1450 kc, 250 w and unlimited hours. (Request of applicant).

Applications Returned:

FM—Unassigned

Pacific Bcstg. Co., San Francisco, Calif. —CP new FM (Metropolitan) station to be operated on frequency to be determined by FCC, coverage not specified, application not notarized.

Applications Tendered for Filing:

AM—1340 kc

WMLT Dublin, Ga.—Consent to assignment of license of standard station WMLT and conditional FM grant to Dublin Bcstg. Co.

AM—710 kc

Dean Covington, J. W. Tromerhauser, and Edward Nixon McKay, a partnership, d/b as Coosa Valley Radio Co. In or near Rome, Ga.—CP new station 710 kc, 1 kw, daytime hours.

AM—1400 kc

Walter E. Yaggy, L. B. Horton, L. B. Horton, Jr., and Virginia Ede Carswell, d/b as The Concho Valley Bcstg. Co., San Angelo, Tex.—CP new station 1400 kc 250 w and unlimited hours.

AM—1240 kc

Rawlins Bcstg. Co., Rawlins, Wyo.— CP new station 1240 kc 250 w and unlimited hours.

JUNE 19

AM—740 kc

WKAQ San Juan, P. R.—CP to change frequency from 620 to 740 kc power from 5 kw to 10 kw make changes in transmitting equipment, and install directional antenna for day and night use.

AM—1150 kc

WOOP Inc., Dayton, Ohio—CP new station 1150 kc 5 kw day and night and unlimited hours—AMENDED: to change power from 5 kw day and night to 1 kw night, 5 kw day and make changes in directional antenna.

AM—1230 kc

WPUV Pulaski, Va.—License to cover CP as modified which authorized a new station; authority to determine operating power by direct measurement of antenna power; modification of CP, which authorized a new station to change studio location.

AM—1230 kc

WOLS Florence, S. C.—Authority to make changes in automatic frequency control unit.

AM—1240 kc

WBIR Knoxville, Tenn.—CP to install new vertical antenna and ground system and change transmitter location.

AM—650 kc

Bay Bcstg. Co., Goose Creek, Tex., (P. O. Box 622)—CP for a new station 650 kc 250 w and daytime hours.

AM—1150 kc

KSAL Salina, Kans.—CP to increase power from 1 kw to 5 kw, install new transmitter and new directional antenna for night use, and change transmitter location—AMENDED: re change transmitter location and make changes in directional antenna.

AM—1230 kc

Pueblo Radio Co. Inc, Pueblo, Colo.— CP new station 1230 kc 250 w and unlimited hours—AMENDED: re stockholders.

AM—1240 kc

KICA Clovis, N. M.—Authority to make changes in Automatic Frequency Control Unit.

AM—1450 kc

Edward J. Jansen, Jessica L. Longston, C. V. Zaser and L. Berenice Brownlow d/b as Columbia Basin Broadcasters, Moose Lake, Wash.—CP new station 1450 kc 250 w and unlimited hours.

AM—1050 kc

Rainier Bcstg. Co. Inc., Seattle, Wash. —CP new station 1050 kc 50 kw, directional antenna day and night use and unlimited hours.

Applications Tendered for Filing:

AM—1090 kc

Elias I. Godofsky, Hempstead, N. Y. —CP new station 1090 kc 250 w and daytime hours.

AM—1440 kc

WSFA Montgomery, Ala.—CP to increase from 1 kw to 5 kw, install new transmitter, change transmitter location and make changes in antenna system.

AM—1490 kc

Fayetteville Broadcasters, Inc., Fayetteville, N. C.—CP for a new station on 1490 kc 250 w and unlimited hours.

AM—1490 kc

KNEL Brady, Tex.—CP to change power from 100w-250w-LS to 250 w, day and night.

AM—1400 kc

KTNM Tucumari, N. M.—Consent to assignment of license to R. B. McAlister, Pryde E. Hale and Grady Maples, a partnership d/b as "McMa Agency."

No. 6 of a Series

In West Virginia

Charleston - Kanawha Countians' effective buying income is the mightiest in the State . . . $240,107,000.00! . . . as much as the other two leading counties combined.

THIS IS MY HOME

KANAWHA
COUNTY

WGKV
CHARLESTON, WEST VA.

Charleston's Quality Station
NBC AFFILIATE
Represented Nationally by
Joseph Hershey McGillvra, Inc.

Cleveland's
Chief
Station

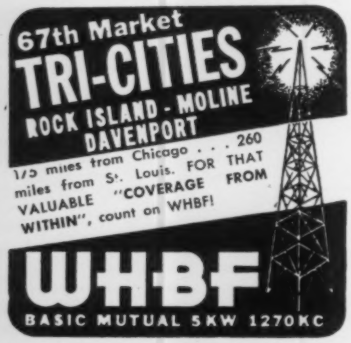
GOOD MEDICINE FOR SALES-PLANNERS!

BASIC ABC Network CLEVELAND, O.
WJW
850 KC 5000 Watts DAY AND NIGHT
REPRESENTED NATIONALLY BY HEADLEY-REED COMPANY

MEASURE
YOUR ADVERTISING DOLLAR
ANY WAY YOU LIKE
KDYL
AS UTAH'S POPULAR
NBC STATION
IS YOUR BEST BUY
JOHN BLAIR & CO. – NATIONAL REPRESENTATIVES

your MUTUAL friend
TRY IT AND "SPOT" THE DIFFERENCE
WHBQ
Memphis: E. A. Alburty, Gen. Mgr.
Represented by RAMBEAU

audiodisc
Fine transcriptions
are recorded on Audiodiscs
AUDIO DEVICES, INC., N. Y. C.


67th Market
TRI-CITIES
ROCK ISLAND - MOLINE
DAVENPORT
175 miles from Chicago . . . 260 miles from St. Louis. FOR THAT VALUABLE "COVERAGE FROM WITHIN", count on WHBF!
WHBF
BASIC MUTUAL 5KW 1270KC

WINS

(*Continued from page 20*)

bidding for a government project Mr. Hearst could prosecute the agreement but that if Crosley were called upon by the government to produce equipment for a special need and did so as a matter of cooperation, that would be another thing.

At this point, Comr. Wakefield suggested the parties prepare a new contract which would cover the questions raised. Mr. Dempsey said he would accede to the request to put everything in one document.

Plans for WINS

When the hearing resumed Thursday morning, the Commission inquired into Crosley's programming plans for WINS. The proposed decision also objected to sale of the station on the ground the purchase price would necessitate a high percentage of commercialization to realize a return on the investment.

Mr. Shouse said Crosley would do very well if at the end of the first year the station would be two-thirds commercial, if at the end of the second year it would be 75% commercial, and if at the end of the third year it would be 80% commercial.

Questioned as to the interest in the Crosley radio operations of Aviation Corp. (Avco), which purchased the Crosley radio and manufacturing interests, Mr. Shouse said he had seen Irving Babcock, president of Avco, more than 20 times since the acquisition, and Victor Emanuel, Avco board chairman, six or seven times. He said both were "sincerely interested" in radio.

Comr. Durr then questioned Mr. Shouse about his speech in Estes Park, Col., before the National Editorial Assn. convention in which he urged publishers to be cautious before investing in FM [BROADCASTING, June 17].

Mr. Shouse said he thought FM would be competitive to AM broadcasting in New York in three years. "But I have serious doubts," he added, "that FM will ever replace AM broadcasting."

To further questioning, he said: "To the extent that the noise level is high, I think FM will go faster in New York than in other cities."

In view of his attitude toward FM, why was Crosley applying for an FM outlet in Columbus, where it has no AM station, Comr. Durr asked.

To Supplement WLW

Mr. Shouse said the service is planned to supplement WLW coverage and to help retain the Columbus market. He said he did not foresee appreciable profits from an FM station in Columbus for some time.

Asked by Comr. Durr what revenues he would expect from WINS on a two-thirds commercial schedule, he said $550,000. He expected about $700,000 from a 75% commercial schedule and $950,000 from an 80% schedule. He said WINS now has revenues of $583,000 from a two-thirds commercial schedule.

Vernon Wilkinson, FCC assistant general counsel, observed that it would be necessary for Crosley to double the present WINS rate to reach a sales figure of $1,250,000 projected by Crosley for the station. Mr. Wilkinson asked how Crosley could double the rate in view of the falling off in advertising and the coming competition from FM stations.

Mr. Shouse thought Crosley could double the rate in five years.

Replying to a question by Comr. Jett as to the basis for his statement regarding FM, Mr. Shouse said: "It may be that I'm unduly prejudiced against FM because of my long association with WLW and the kind of a job we've been trying to do." However, he said, television was a factor in his attitude toward FM.

"I think television will push FM all around the board," he said.

He added that the so-called FM receivers sold before the war will act as a "psychological deterrent" to FM.

"Do you like high fidelity?" asked Comr. Jett.

"No, I don't," he said.

Comr. Jett said he had listened to "some very good high fidelity sets" in the last few weeks and asked whether Mr. Shouse had also listened to them.

Mr. Shouse said he hadn't listened to any of these sets.

Comr. Jett told Mr. Shouse he was due for "a big surprise" when he hears the new FM sets for automobiles as compared with the old AM sets.

"You haven't exposed yourself to the advantages of FM," said Chairman Denny, concluding the hearing.

SAVORY AVERY might well be the nickname of this future pork roast being presented Lew Avery (r), head of Lewis H. Avery Inc., national representatives of KMA Shenandoah, Iowa. Mr. Avery, to acquaint himself with KMA's primary area, spent a full day at a typical farm near Norwich, Iowa. Here Farm Owner Kenneth Miller presents a weiner pig, named "Avery" to his guest.

WROK Gets 1st Prize In Schutter Promotion

WROK Rockford, Ill., managed by Walter M. Koessler, was awarded first prize in a nationwide contest for promotion and publicity of a sponsor's product by Schutter Candy Co., St. Louis, sponsor of *Counterspy* on ABC (Sunday, 4:30-5 p. m. CDT). Announcements by Schwimmer & Scott, Chicago agency, said WROK's award was based on originality and effectiveness of promotion and publicity and extended coverage with relative size of station considered.

The award carries a $350 cash prize, plus a bronze plaque and certificate of merit. Promotion director of WROK is William Traum. Second prize of $150 was awarded to WOWO Fort Wayne, Ind., Hilda Woehrmeyer, promotion director, and third prize of $75 went to WGAC Augusta, Ga., with J. B. Fuqua promotion director. Additional prizes of $25 each and certificates of merit were awarded to KXEL, WAYS, WSAZ, WMAN, WDEF, WHKY, KGFF, KABA, KOME, WFDF, KTOK, WSGN, WING, KCMO, WLOF, WISH, WREN. All are affiliated with ABC.

Three to Walker

THE WALKER Co., Chicago, has been appointed national representative for WTVM E. St. Louis, Ill., and WOSH Oshkosh, Wis., both owned by Myles H. Johns. Walker also was appointed to represent WRJN Racine, Wis.

5000 WATTS
WORLD'S WIDER MEMORABLE MARKET BATTLE BETTER GROUNDS GUARANTEE
NBC IN RICHMOND, VA.

Shortwave

(Continued from page 20)

direct or implied, but simply pointed out to Messrs. Shapley and Lemmon that a regulation was issued by the FCC whereby all shortwave licenses terminate June 30 or on the termination of contracts with the State Dept.

A State Dept. spokesman said, after reading the testimony of last Monday's closed session, that the Department had offered to cooperate with Mr. Lemmon by broadcasting *World Radio University* programs in conjunction with Government programs "if they met with our approval and fitted into our plans." He said that State Dept. now broadcasts a quarter-hour weekly prepared by World Wide, a program called *Beyond Victory*, designed for Latin America and the Far East.

Members of the subcommittee, both Democrats and Republicans, criticized the State Dept. and FCC after hearing testimony of World Wide officials, although they agreed the Appropriations Committee had no jurisdiction over the FCC.

Sees No Authority

"My own view is that there is no legal authority whatsoever for the action the State Dept. is taking," said Senator White. He added it was "perfectly clear" from testimony of William B. Benton, Assistant Secretary of State, and a letter to Mr. Benton from Charles R. Denny Jr., acting FCC chairman, that "there is a very grave question in their own minds as to the authority for what they are doing."

Mr. Denny's letter, inserted in the hearing record by Mr. Benton, said, in part: "If Congress does not provide for the continued State Dept. operation beyond June 30 (of shortwave) then this Commission would on that date be confronted with the question of whether it should authorize a resumption of shortwave broadcast operations by the seven private corporations which were licensed prior to our entry into the war and whether additional private operations should be authorized."

Sen. Pat McCarran (D-Nev.), subcommittee chairman; Sen. C. Wayland Brooks (R-Ill.) and Sen. Joseph Ball (R.-Minn.) echoed criticism of the State Dept. in seeking to continue control of shortwave operations in the absence of authorizing legislation.

An amendment proposed by Senator Ball was adopted by the committee as follows: "except that funds herein appropriated shall not be used to purchase more than 75 per centum of the effective daily broadcasting time from any person or corporation holding an international shortwave broadcasting license from the FCC without the consent of such licensee."

In its report on the overall appropriations bill the Senate Appropriations Committee said it had been advised by the State Dept. that unless the $9,284,778 cut by the House is restored, the Government would have to eliminate shortwave broadcasting in its entirety. The committee said it felt that shortwave broadcasting should be continued.

Committee Concerned

"The committee is concerned about the type of information to be disseminated and expresses the hope that the Department will use every possible means to screen the programs," said the report.

The Senate committee also recommended that a $4,150,326 appropriation for the State Dept.'s intelligence section, eliminated by the House, be restored.

Mr. Benton had testified that of the $19,284,778 appropriation requested, $8,600,000 was earmarked for international shortwave broadcasting. He said: "It is unequivocably my feeling that the Federal Government should operate for the next year" when Senator McCarran asked if shortwave broadcasting should be "entirely controlled by the Federal Government."

Mr. Benton added that it was his opinion and that of Secretary Byrnes that "the long-range operation of international broadcasting should be taken out of the State Department."

Dr. Shapley testified that the Government now controls "something like a score of shortwave outlets," many of which are used "mostly for broadcasting time-filling recorded musical programs."

Mr. Benton inserted in the hearing record letters from Brig. Gen. David Sarnoff, president of RCA and NBC board chairman; Dr. Frank Stanton, president, CBS; Philip Reed, chairman, General Electric Co.; James D. Shouse, vice president in charge of broadcasting, the Crosley Corp., as well as the letter from Mr. Denny and one from Paul A. Porter, OPA Administrator, former FCC chairman.

Sarnoff Comment

General Sarnoff wrote: "It does not seem that international broadcasting with all its national and international implications, constitutes a field for private competition, or even if it did, that it represents a field with adequate commercial revenue to provide the very large sums needed to render a public service of genuine world magnitude."

Dr. Stanton urged continuation of the present setup pending final determination of the status of international shortwave broadcasting, but said: "CBS believes that democratic shortwave international broadcasting is important to the U. S. in its world relations."

Mr. Reed said he believed that operation of shortwave "should be in private rather than in governmental hands" but because of the economics involved, he asserted: "In my judgment it would be a great mistake to discontinue the present foreign broadcasting activities ending careful study of the entire problem and adoption of a permanent plan."

Mr. Shouse wrote that Crosley believes the present setup should be continued. "I feel it extremely difficult to believe that private industry can, at the present time, assume the terrific operating loss which would ensue if international broadcasting were to be turned back to private industry."

Mr. Benton said: "This is why we cannot turn shortwave broadcasting back without money to these private operators. They will not put up enough money, and should not, to do the needed job."

Messrs. Fixit

OPERATING schedule of KFBK Sacramento, Calif., was threatened June 15 when a 5 a.m. fire almost completely destroyed the master control room. However, quick work by the fire department in extinguishing the blaze in 30 minutes and feverish patchwork by Norman D. Webster, technical director of the McClatchy Broadcasting Co., and KFBK Chief Engineer Stam Sronce, enabled the station to go on the air at 6:30 a.m., just 30 minutes past the usual sign on time.

Cincinnati
WSAI
A GOOD
NATIONAL
SPOT!
A Marshall Field Station
Represented by Avery

The
PACIFIC
NORTHWEST
means
KIRO
SEATTLE
TACOMA
The Friendly Station
50,000 Watts
710 KC
CBS
SEATTLE . WASHINGTON
Represented by FREE & PETERS, Inc

An All-Time Favorite
PARADE of the
WOODEN SOLDIERS
Published by
EDWARD B. MARKS MUSIC CORP.
• • •
Performance Rights
Licensed Through
BMI
BROADCAST MUSIC, INC.
580 Fifth Ave., New York 19, N.Y.

WLAV
Grand Rapids
Amusement and Shopping Center of West Michigan
Grand Rapids
THE KEY
TO
WEST MICHIGAN
- Broadcasting
- Public Service
- Sports
- American Network
Key Station For
Wolverine Network

Where "Dun
& Bradstreet"
meet "Hooper
& Crossley"!
WJNO
"THE VOICE
OF THE
PALM BEACHES"

-2 Million People-
WORTH
YOUR NOTICE

They are the daily listeners of WLAW. Their homes—in Industrial New Engand (3 state market). Their purchasing power—over two billion! Complete data and map available on request.

5000 WATTS 680 Kc.
50,000 WATTS . . . SOON!!

Basic Station
American Broadcasting Co.

WLAW
LAWRENCE, MASS.

NATIONAL REPRESENTATIVES:
WEED & CO.

KFMB
Sells
SAN DIEGO

San Diego leads the West Coast in "Sales Management" Sales Index and is SECOND in per capita retail sales among the top 15 cities in the U. S. When you BUY KFMB you buy where the coverage counts—"from within".

KFMB
BASIC AMERICAN NETWORK
(Pacific Coast)
SAN DIEGO, CALIF.

Owned and Managed by JACK GROSS
Represented by the BRANHAM CO

AFM Local 802

(Continued from page 18)

lar monthly meeting of the local June 10 Mr. Rosenberg was booed from the meeting room at union headquarters. Addressing a regular meeting he was asked to give an informal report on the recent National Convention held in Florida. Mr. Rosenberg answered the questioner, Aaron Levine, an ex-G.I., in the Broadway patois, "Why don't you drop dead?" and he stalked from the room amid the boos and catcalls of aroused members.

Nor was the schism cemented to any degree when Mr. Rosenberg seconded a motion made at the National Convention of the AFM to repeal the international union bylaw allowing symphony musicians to hold their own intra-union caucuses. Mr. Rosenberg, seconding the motion, said the caucuses were the prey of "poisonous" influences.

Mr. Fleisig assailed this move as taking all democratic union rights from the members and centering all power in the hands of local leaders. "These local gauleiters will have complete control of all contracts, and members will have no recourse for question," he said.

Petrillo Also Hit

Mr. Petrillo, high man on the AFM totem, comes in for his share of abuse from the dissenters also. The opinions voiced by these rank-and-file members seem at odds with the accolades he received from the supposedly-representative delegates attending the National Convention.

The trial, coming nearly two years after the alleged irregularities, was something less than an anti-climax. It all began back in 1942, when a man named George Abrams, claiming that he was the representative of The Honest Balloting Assn., received several checks for running an election for the local. He did this although The Honest Balloting group has no provision in its constitution allowing such practice. It has been in the past interested primarily in civic elections.

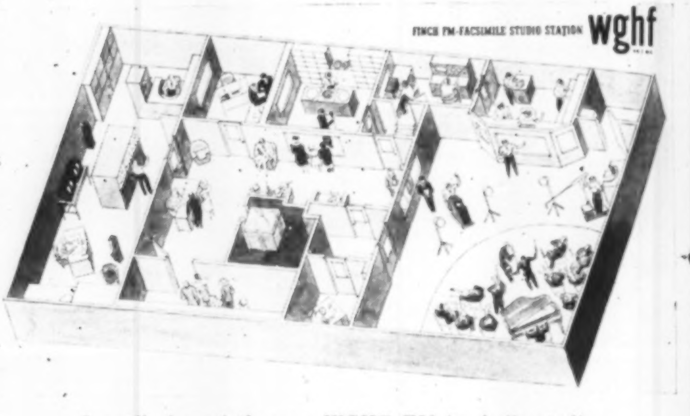
In the 26 page complaint originally lodged by the 19 plaintiffs, there were allegations that perhaps Mr. Abrams had been a little less than diligent in his handling of the election. These allegations were dropped and never came up in the trial.

During the trial, plaintiff's counsel unsuccessfully attempted to draw from Harry Suber, local treasurer, that Mr. Abrams had received his payment before the election. But before the trial could really get under way a settlement was reached whereby the present incumbents promised to allow three prominent, disinterested citizens to establish rules for the election, and to allow The Honest Balloting Assn., which has undertaken to modify its constitution to allow overseeing of union elections, to run the Dec. 5 balloting.

Settled for the moment though the present case might be, the sounds of discord lingered. It seemed a sure bet that Maestro Petrillo would have to swing a heavy baton if he would have Local 802 playing his old, sweet song in harmony by Dec. 5.

WGHF'S FM-FAX STUDIOS

Finch Commercial FM Operation Started Saturday from Modern Quarters



Overall view of the new WGHF FM-facsimile studios.

WGHF, New York's newest and modern FM station, went on the air officially and commercially last Saturday afternoon, 2 p. m. Station, owned and operated by Capt. W. G. H. Finch, USNR, operates on 99.7 mc with an area coverage of 8500 sq. mi.

WGHF currently is on a daily 2 to 5 p. m., 6 to 9 p. m. schedule. "Fine music, symphonies and emphasis on the classics will be the basic formula," said Capt. Finch. "Yet time will be divided between programs for special events, news and programs of interest to the public."

He also disclosed that WGHF will continue to regularly transmit facsimile of news, box scores and other printed material, better known as "Air Press." Latest in UP news is used for the fax, eight minutes being required for the transmission of a four-page paper, each page measuring 8½ by 11 inches.

In commenting on the opening of WGHM, Acting Chairman Charles R. Denny, Jr., of the FCC said: "Please accept my best wishes upon the occasion of your inaugurating a commercial frequency modulation broadcast service in New York City. The FM service which you and the other FM licensees throughout the United States will provide, represents from a technical standpoint the finest aural broadcasting which is obtainable in the present state of the radio art.

"I am sure that this new high fidelity and static free broadcast service is destined to have the widest public acceptance. Also the experiments which you and other licensees are about to undertake in the broadcast transmission of facsimile will no doubt play an important part in the development of that new art. I wish you success in both of these undertakings."

Capt. Finch, famous as a communications expert and facsimile inventor and head of Finch Telecommunication Inc., first applied to the FCC for an experimental FM license in the fall of 1938. Granted with the call letters, W2XBF, he installed a 1 kw transmitter at 1819 Broadway in New York. In 1941 after receiving one of the original FM construction permits to operate in the then newly-created FM band, he began construction of WGHF atop 10 East 40th St., its present location.

Currently operating with power output of 1 kw, plans are under way for the installation of a 10 kw transmitter which has been on order and is expected to be delivered soon.

Carlton B. Short

CARLTON B. SHORT, 57, general manager of Times-World Corp., Roanoke, Va., to which WDBJ is licensed, died June 14 in his room at the Sheraton Hotel, Washington. Death was due to a heart attack. Mr. Short had been in Washington for a conference with OPA officials. He had been suffering for some months with a heart ailment. He was president of the Southern Newspaper Publishers Assn.

Granik Files

APPLICATION for a 5 kw daytime station on 890 kc, a clear channel shared by WLS-WENR Chicago, was filed in Washington last week by Theodore Granik, director of the *American Forum of the Air*. Mr. Granik has received a grant for a metropolitan FM station under a proposed decision by the FCC. Chesapeake Broadcasting Co., which would be denied an FM grant under the Commission decision, has also applied for a 5 kw daytime on 890 kc.

Washington TV

(*Continued from page 16*)

a report to the head of his organization.

"That's communication of intelligence; that's journalism," he said, "and I'm going to tell Mr. B—— so."

Among the dignitaries attending the Statler party were Supreme Court Justice Frank Murphy, Secretary of Commerce Henry A. Wallace, Secretary of the Navy James Forrestal, and the new Secretary of the Treasury John Snyder. Commissioners Denny, Jett, Walker and Wakefield were there with most of the FCC's department heads. The 400 members of Congress present represented practically all of the legislature remaining in town.

Various Types

The 21 receiving sets installed at the Statler, begged, borrowed and otherwise procured by Vice President Russell and his assistant, Gladys Murphy Borras, included both projection and direct viewing receivers, all prewar except eight postwar projection models. The direct viewing sets had an eleven-inch by eight-inch screen, the projection, a twenty-two by eleven screen.

The Du Mont party was at the office of Roberts and McInnis, Washington law firm representing Allen B. Du Mont Laboratories and Television Broadcasters Association. Some of the comments heard from among the audience of 75:

MEN—"What's all this fuss about waiting for color? Why wait when we can get quality of picture?"

"I understand some of the ringside seats were sold by scalpers for $500. I'd rather spend that $500 for a television set, have a ringside seat at home and still have the set for use in the future."

"You say this is a prewar receiving set? How can you improve on this? This quality is every bit as good as 16 millimeter movies."

WOMEN—"How soon are these sets going to be available?"

"Where can we buy a television set?"

"I'm certainly surprised. From what I had heard, this so-called black and white—that's what you call this, isn't it—was fuzzy and something like the old silent movies we saw as children. Why, this is perfect!"

Statistically, NBC announced the Louis-Conn bout is the fifth championship match to be telecast by NBC under sponsorship of Gillette since September 1944. NBC also has televised more than 220 fights since 1939 of which more than half have been sponsored by Gillette.

Paramount Probe

INQUIRY into Paramount Picture Co. holdings in companies applying for television stations begins in Washington today (Monday) in connection with hearings on Los Angeles applications. The Commission heard engineering testimony Thursday and Friday, when the hearings were resumed in Washington after a week of sessions in Los Angeles.

ILLUSTRIOUS auditors of the fight telecast at NBC's Statler Hotel "lookparty" were Secretary of Commerce Henry A. Wallace (l) and RCA President David Sarnoff.

Phila. Businessmen See Fight Video at WPEN

USING the possible site of its own potential television studios, WPEN Philadelphia played host to a group of local businessmen for a video showing of the Louis-Conn fight, June 19.

Party was held atop the PSFS Building which now houses WPEN-FM. Guests included: Arthur Kaufman, Gimbel Bros.; Ed Lewis, Strawbridge & Clothier Store; Marcus Wechsler, N. Snellenberg & Co.; Walter Grosscup, Lit Bros.; Rom De Luca, Jacob Reeds's Sons; Charles Grakelow, City Director of Purchases and Supplies; Bernard Rose, Baltimore Markets; Walter P. Flynn, Sears, Roebuck; Thomas B. K. Ringe, attorney; Louis E. McAllister, architect; Douglas Braite, architect; Donald Cresswell, Philadelphia Savings Fund Society; Richard J. Seltzer, real estate; Benjamin Franklin James, Franklin Printing Co.; Pat Thornton, Thornton-Fuller Co.; Samuel Cook, Morris Kaplan, Penn Fruit Co.; David Krantz, Record Dealers Assn.

Ferdinand Tartaglia, Tartaglia Inc.; Irving Garfinkel, Blauner's department store; G. B. Gow, Dewees store; William Geuting, Geuting shoes; Richard Balch, Appliance Dealer's Assn.; W. B. Walker, First National Bank; Herman Barr, Meyer Barr, Edward Siegel, Barr's jewelry; Robert McLean, William McLean, Harold Hadley, Reginald Beauchamp, George Eager, Albert Westhoff, Eugene MacKinnon, Harry Hawkins, *The Evening Bulletin*; George Baker, *Chicago Sun*; Morris Popolow, Appliance Dealers Assn.; G. Bennett Larson, Edward C. Obrist, Milton F. Allison, William B. Caskey, Charles Trippe, Henry Barringer, Louis London, Robin Compton, Claire McMullen, WPEN.

Fight Production

(*Continued from page 17*)

the time, and the production director can put any one of them on the air. There's a greater range of selectivity. But we have to make it more compact. We should be able to do this job with ten or twelve men and half the equipment. We will, in time. These engineers, I tell you, they can do anything."

This is a fellow who has, with his crew, put on 750 remotes for television: everything from boxing bouts to spelling bees.

The night before the fight, motion picture and still cameramen were measuring distances from ring-center to ringside, and from ring-center to camera location. This enables them to adjust their focus for light, distance and other compensatory factors in photography. The video boys just sight down the barrel and shoot. It's definitely wonderful.

They turned on two sets of the huge tier lights at the stadium that night to test the image orthicons under their powerful beams. They were on when the crowds surged into the stadium Wednesday.

The television picture on the kinescope was so clear, under this artificial light, that you could count the slats in the back of the chairs at the far side of the stadium.

This seemed terribly impressive to everybody but Eddie Wilbur. He looked up at the tier light and said, "Jees, look at those things. They're putting out 3000 kw."

That's a television engineer for you. He can give you a $100 ringside seat at a championship bout while you loll in your easy chair with a highball—and he's amazed at a mazda lamp.

General Foods on CBS

GENERAL FOODS Corp., New York (Sanka), Aug. 11 starts *Adventures of the Thin Man* on CBS, Sun. 6:30-7 p.m. Program was discontinued on CBS June 9 when General Foods sponsored program in behalf of Post Toasties. Agency is Young & Rubicam, New York.

Grove, Beaumont Name

GROVE LABS., St. Louis (Grove's chill tonic and Dr. Porter's antiseptic oil), and Beaumont Co., St. Louis (4-Way cold tablets), have appointed J. D. Tarcher & Co., New York, to handle advertising. Campaign, varying from 10-second spot announcements to 15-minute programs, will start in October for 4-Way cold tablets.

KROW
Top Shows
Mean Greater Sales
The "top summer show" in the Oakland-San Francisco Bay area is baseball on KROW, Oakland's leading station.
KROW
960 Kilocycles
"The Home Interest Station"
RADIO CENTER BLDG.
OAKLAND 12, CALIF.
National Representatives:
Radio Advertising Company

BALTIMORE'S
Listening Habit
WCBM
MUTUAL
BROADCASTING SYSTEM
John Elmer, Pres.
George H. Roeder, Gen'l Mgr.
FREE & PETERS, Inc., Exclusive Nat'l Rep

SUMMER TIME
is **Selling** Time in Savannah. And WSAV **sells** at the lowest per person cost of any medium.

NBC

WSAV
SAVANNAH
National Representatives
GEORGE P. HOLLINGBERY CO.

U.P.
THE MARK
OF ACCURACY,
SPEED AND
INDEPENDENCE
IN WORLD WIDE
NEWS COVERAGE
United Press

The Largest
TRANSCRIPTION
LIBRARY
OF
AMERICAN FOLK
MUSIC
M. M. COLE CO.
823 S. WABASH AVE.
CHICAGO 5, ILL.

The SCHOOL *of*
RADIO TECHNIQUE
NEW YORK • CHICAGO
America's Oldest School Devoted Exclusively to Radio Broadcasting
Comprehensive Day and Evening Courses in all phases of Radio Broadcasting taught by Network Professionals. Moderate rates.
Send for free Booklet B.
G. I. Training in New York.
NEW YORK 20, N.Y.: RADIO CITY, R.K.O. Bldg.
CHICAGO 4, ILL.: 228 S. Wabash Avenue

Industry Reviews Copyright Laws

NAB Music Committee Will Meet July 15-16

MUSIC'S currently suppressed discord—the potentially dangerous copyright situation—will be given a preliminary going-over July 15-16 when the NAB Music Advisory Committee meets at the Waldorf-Astoria, New York. The committee is purely a license group, as distinguished from the Industrywide Music Committee concerned with AFM negotiations.

Though all—or almost all—has been melodious on the copyright front for some time, aside from routine discussion at NAB district meetings last winter, the industry is taking precaution not to be caught with its license grants down when current contracts with ASCAP expire Dec. 31, 1949.

The July meeting will be of an exploratory nature, with the committee going into all sides of the license situation to determine if any steps on behalf of the industry's copyright needs should be taken at this time. NAB desires to refresh recollection of broadcasters as to their rights under the contracts and to analyze methods used by stations in working out their copyright problems. The committee will prepare information on operations based on each of the eight types of ASCAP licenses.

As an important part of industry raw material, music deserves serious attention to prevent recurrence of the 1941 situation, when most stations operated some months without ASCAP music until the copyright pool yielded, the committee believes. Creation of BMI, a vital factor in ASCAP's repentance, led to permanent operation of industry's own copyright group.

Under the ASCAP consent decree, it must give stations a choice of license arrangements at the expiration of any contract year. The contracts provide arbitration in case of failure to agree. ASCAP is further required to submit its new terms by the middle of 1949.

Members of the Music Advisory Committee, of which President Justin Miller is chairman, are Joseph A. McDonald, ABC; Julius Brauner, CBS; Louis G. Caldwell, MBS; A. L. Ashby, NBC; Herbert Hollister, KMMJ Grand Island, Neb.; Campbell Arnoux, WTAR Norfolk; Theodore C. Streibert, WOR New York; Robert T. Mason, WMRN Marion, O.; Ed Yocum, KGHL Billings, Mont. John J. Gillin Jr., WOW Omaha, and J. Harold Ryan, Fort Industry stations, are board liaison members.

Typewriter Plans

REMINGTON RAND, New York, in late fall, plans a spot campaign for its newest typewriter development—keyboard margin control. Campaign will be conducted by 300 Remington local offices throughout the country on an optional basis.

"RINGSIDE EYES" of NBC's video cameras gave thousands of viewers ringside seats at the Louis-Conn bout last Wednesday. Two Image Orthicons were equipped with the specially-designed turret for mounting four lenses—the first time turret lenses have been used for television, according to NBC. Bob Stanton, behind the new camera, is NBC television sports announcer who covered the fight.

WWSR, WDEV Are Acted on by FCC

CONSENT to involuntary assignment of license of two stations and the involuntary transfer of control of a third was approved by the FCC en banc last Thursday. In no instance was a monetary consideration of the AVCO procedure necessary, due to deaths of principals involved.

Two daytime regional stations—WWSR St. Albans and WDEV Waterbury, Vt.—were involved in Commission action, due to the death of Lieut. William G. Ricker, equal owner of both stations. In the former case, control of the outlet is acquired by Ernest C. Perkins as executor of the Estate. Mr. Perkins, through purchase, is owner of one share of stock in the Vermont Radio Corp; addition of approximately 49% as a result of the involuntary transfer, will give him a bare majority of control in WWSR. Station is authorized 1420 kc with 1000 w day only.

General manager and 50% partner of WDEV, Lloyd Squier and Mr. Perkins as executor of estate of William G. Ricker, are principals in WDEV assignment. Mr. Perkins, according to Commission action, receives equal interest in station [BROADCASTING, April 15]. WDEV operates on 550 kc with 1 kw daytime.

In another decision, FCC approved transfer of one-third interest of WQAN to the *Scranton Times*, a copartnership of two, Elizabeth R. Lynett and Edward J. Lynett Jr. Assignment was necessitated by death of third partner, William R. Lynett. Scranton outlet is on 910 kc with 1 kw day and 500 w night, sharing time with WGBI Scranton [BROADCASTING, April 15].

Comment

(*Continued from page 15*)

up telecast of the action in the ring was sharply defined, better than we have ever seen."

Reporters in the nation's capital, more than 225 miles from the scene of the battle, declared that watching by television was like sitting at ringside.

"Amid cheers and wisecracks in a series of smoke-filled rooms, 800 of the country's top officials, including Cabinet members and a Supreme Court Justice, tonight saw the punch that kept Joe Louis the world's fight king," said the Associated Press in Washington, D. C.

Comparing with the first broadcast of a championship bout between Dempsey and Carpentier on July 2, 1921, and describing the progress of radio and television up to Wednesday's bout, the *Washington Evening Star* in its editorial page, termed it a foretaste of things to come in the industry.

William G. Terrell, radio editor of the *Washington Daily News*, said that the telecast thoroughly "sold" all the viewers in the Nation's Capital, adding that the video "was a pleasant relief from the usual tense, excited mouthful of verbage necessary to bring the fight to radio listeners."

John Crosby, writing on the video success in his *New York Herald Tribune* radio column, posed the question of television's possible effect on future attendance at such sporting events. He cited two possibilities: "First, the promoters may ban television entirely. The more likely eventuality, however, is that the promoters will join hands with broadcasters in some sort of arrangement profitable to both. If that happens it won't be long before the broadcasters, or the advertiser, is running the show."

Jim Gantz, former Philadelphia sports editor and now news director at KYW in that city, joined with Bill Duncan, *Philadelphia Inquirer*, in affirming that the cameras followed the action more accurately than could a spectator in the tenth row at the Stadium.

Jerry Gaghan of the *Daily News*, Charles Fisher of the *Record* and other Philadelphia newspapermen attending the showing in studios of KYW felt the telecast left little to be desired. Impressive, they further stated, was the technical progress attained in the field with a very bright future ahead for the art.

Norton Reelected

A. WARREN NORTON was reelected president of Press Wireless Inc. at annual board meeting in New York Thursday. Col. Frank P. Andrews, recently named assistant to the president, was elected vice president succeeding E. J. Kerrigan. Col. Andrews, recently retired after 34 years in the Army, was in charge of Army communications in Alaska during the war.

Video Broadcast

(*Continued from page 16*)

nectady, probably boosted the audience beyond the estimated 100,000 total. This was 25,000 more than the capacity of Yankee Stadium.

The realism of the spectacle was evident in the reaction of the groups to the telecast. In the fifth, when Conn slipped and fell to the canvas, cheers arose from the viewers as Joe Louis stepped back from his opponent, touching gloves before resuming the battle.

Evident, too, was surprised pleasure of novice viewers when they heard Bob Stanton, the NBC video announcer, broadcast the show. His technique differed entirely, of course, from the audio method to which radio listeners are accustomed. He spoke infrequently—usually to make an observation which brought chuckles from the audience, or to explain briefly a particularly intricate exchange of punches.

Interviews Celebrities

He worked not at ringside, but 145 feet from ring center on the camera stand. Before him he had a kinescope, into which he confessed he looked during part of the fight.

A new experiment in such remotes was undertaken Wednesday when Ben Grauer, announcer, went into the audience with a "beer mug," walkie-talkie type transmitter to conduct interviews with celebrities. The experiment, according to Production Chief Crotty, was "fair," and would be better the next time. Usually it was difficult for the camera to isolate Mr. Grauer and his interviewee in the milling ringside throng. Stadium police were constantly ordering him back from ringside, and it was estimated that he and his production man, Mr. Jordan, were removed from the celebrity scene about three times. They returned for more each time.

In NBC's Manhattan studios, special receivers were set up for French and Portuguese announcers who broadcast via shortwave to their native countries blow-by-blow descriptions from set-side. Another kinescope was made available to the press for direct video "stills."

At NBC and Dumont, special viewing rooms were equipped for company employes.

Comments of those who were directly involved in the production did not reflect the enthusiasm of those to whom the show opened up a new vista of communication.

"It was routine," said Mr. Kersta.

"You can't beat these engineers," said Mr. Crotty, who handled the Nova-Baer fight from Yankee Stadium for television in 1939 (using one ringside camera).

But these were men who, with engineers like Mr. Wilbur, have worked day in and day out with video, paying little heed to allocations fights, competitive struggles and other corollary problems.

To those who were not veterans at video—the guests—the televised bout signalled the arrival of a new art.

BRIEFING Young & Rubicam officials in advance of the new television news series sponsored by Gulf Oil Corp., a Y&R account, George Moskovics (pointing), commercial manager of WCBW, CBS video station, explains the functions of the camera. Y & R personnel (l to r, in rear) are: Carlos Franco, direction of station relations; T. V. Smith, assistant account executive on Gulf; William Forbes, television director; Charles Cassidy, copy writer; Paul Richardson, account executive on Gulf; Harry Hartwick (fingers on camera), copy writer. Kneeling in foreground center is Wes McKee, Y&R producer assigned to the *CBS Television News* series.

Newspaper-Union Decision Awaited

OUTCOME of charges against two St. Petersburg, Fla., newspapers, scheduled to be heard today before an official of the National Labor Relations Board, may establish precedent in featherbedding practices of labor unions.

On complaint of the International Typographical Union, Local 860, the *St. Petersburg Times*, the *Evening Independent* and News Printing Inc., company organized by both papers, were to be cited on charges of "refusing to bargain and unfair labor practices."

Nelson Poynter, editor of the *Times* and majority stockholder in WTSP St. Petersburg, said the basic issues will be whether a newspaper has the right to demand arbitration and whether ITU can refuse to submit to arbitration its made-work featherbedding and limitations on production and then declare the union refuses to bargain because it insists on arbitration.

On Nov. 20, 1945, printers went on strike in St. Petersburg. Prior to the strike the newspapers operated under unilateral conditions of employment imposed by the union, leaving the newspapers no appeal in case of dispute.

For two months the publications operated without printers and without strike breakers, photoengraving the newspapers. In January the publishers submitted their own unilateral conditions of employment with provisions for comprehensive standing committee and arbitration clauses. They offered all jobs in the composing room to printers on strike, along with struck work, priority and all the other basic requisites for a closed shop, said Mr. Poynter.

Thurman Arnold, former assistant U. S. attorney and member of the U. S. Court of Appeals for the District of Columbia, has been retained to represent the publishers. In a joint statement the St. Petersburg publishers denied violations of the Wagner Act, as charged by the union, said that if the union's featherbedding practices continue the general public would suffer.

Considers Radio

BAPTIST CHURCH in Canada, in convention at Peterborough, Ont., has appointed a committee to consider coast-to-coast broadcasting of sermons on a sponsored basis. Convention was told that the Presbyterian Church in Canada has bought time on 60 Canadian stations during past year, that the Anglican Church spent about $33,500 for the same purpose and the United Church $10,000.

Five From Chicago

NBC CHICAGO which has taken on the job of producing five of the network's summer replacements (*Grand Marquee, Lights Out, Easy Money, Tales of Foreign Legion, Olmstead Playhouse*) announced Thursday that *Lights Out*, featuring original scripts by Willis Cooper, would be heard 9-9:30 p. m. (CDT) July 6, instead of July 14 as previously announced. Jules Herbuveau, NBC Central Division production manager also announced Jim Ameche would come from Hollywood to star in *Grand Marquee*, replacing the *Amos 'n' Andy Show*, 8-9 p. m. (CDT), effective July 2.

KOIN
It takes an informed community to do a community job.
PORTLAND, OREGON
CBS Affiliate
FREE & PETERS, Inc., Nat'l Rep.

WLW
700 ON YOUR DIAL
THE NATION'S MOST MERCHANDISE-ABLE STATION

ONLY
KROD
Covers ALL the
EL PASO MARKET
1000 WATTS
600 KC
DORRANCE RODERICK Owner
VAL LAWRENCE Manager
Represented NATIONALLY by

KXOK
ST. LOUIS 630 KC.
5000 Watts Full Time
American Broadcasting Co.
Represented by John BLAIR & CO.

Hon. Frank Silvernail
B B D & O
New York City

Dear Frank:

I've been doin' a little ponderin' . . . got a set of figures here in front of me that I thought you'd be interested in. For instance, it says here that Kanawha County (that's the center of the W C H S area) ". . . with estimated retail sales of $107 million in 1945, *made the* select $100 million class *for the second consecutive year and was* the only West Virginia city *to do so." Now you business folks can probably get a lot more out of them figures than I can, but like I was tellin' Myrt a few nights ago (sometimes I sneak in a word when she stops to catch her breath) you don't have to be too smart to figure out why they call this the "rich Kanawha Valley"!*

Yrs.
Algy

WCHS
Charleston, W. Va.

WWL
7pm Fri.
"ALDRICH FAMILY"
870 on Your Dial

WWL
New Orleans
shouts its shows on Billboards
Folks turn first to-

WWL
NEW ORLEANS

THE GREATEST SELLING POWER IN THE SOUTH'S GREATEST CITY
50,000 Watts - Clear Channel
CBS Affiliate
Represented Nationally by The Katz Agency, Inc.

Miller Sees Threat to Free Business

Press, Movies Affected Los Angeles Group Is Warned

CAUTIONING that "the political opportunist takes over when the sleepy citizen nods," Justin Miller, NAB president, warned a joint gathering of Los Angeles Advertising Club and Chamber of Commerce members June 18 that their interests were all at stake even though radio's current position may seem more obvious.

In his talk, titled "International Freedom of Speech—A Dilemma," he reasoned from the general confusion among nations to the specific domestic threats to radio as well as motion pictures and press. Developing this thought, he cited the paradox which has this country asserting worldwide need for "freedom of communication" and overlooking the "concerted movement to put communications under Government control" at home.

And Then Facsimile

Beyond the obvious difference, he denied any basic difference in reasoning for control of radio and not of press. Then he wondered what shape such opinions would take with arrival of commercial facsimile.

He reminded the assemblage that Congressional authority to regulate any medium springs from the Constitution and resultant threat to press or motion pictures is as great. Mr. Miller emphasized that Congress knows its limited power to control free speech or press but asserted that FCC had gone beyond its powers. In effect, he felt that their actions "have repealed the provision of the Constitution and of the Communications Act."

Mr. Miller concluded that Government bears watching since its only function "is to keep the mechanical channels open" abstaining from content control of communications save for obscenity or any tendency to incite to violence and crime.

* * *

At District Meeting

President Miller today addresses the 17th District meeting in Portland before going to Spokane where he will speak before the Chamber of Commerce at noon tomorrow and Pacific Advertising Assn. later in the day.

Mr. Miller flies to Chicago June 26 for conferences with the NAB convention subcommittee before returning to Washington. July 1-2 he will attend a meeting of the new NAB Program Executives Committee in Chicago. Scheduled July 15-16 is a meeting of NAB Music Advisory Committee with a meeting scheduled the following two days by the NAB Freedom of Radio Committee. Both are in New York.

Aug. 6-8 he will attend the NAB board meeting at Estes Park, Col., and return to the West Coast for the Aug. 11 meeting of the NAB 15th District in Monterey, Cal.

Reception in honor of Mr. Miller was held June 17 by the Los Angeles Chamber of Commerce. Following day he addressed the luncheon group of the Ad Club and Chamber of Commerce. He was host at a luncheon Wednesday tendered to Eric Johnston, head of Motion Picture Producers Assn. and that evening addressed Southern California Broadcasters Assn. Week concluded with an off-the-record session Thursday with Los Angeles Chamber of Commerce Board of Directors.

Power Win

RIGHT on the nose to cash in on the all-time high Hooperating expected of the Louis-Conn fight was the FCC permission to WCOP Boston to commence program tests with its new 5,000 w signal, instead of the old 500 w signal. Immediately after news was received the station's promotion and publicity department went to work to let people know that fight reception would come in from WCOP with 10 times former power.

Sustainers Will Replace P&G Shows for Summer

PROCTER & GAMBLE Co., Cincinnati, July 1 takes summer hiatus for two of its quarter-hour CBS shows to be replaced by sustaining programs. *The Jack Smith Show*, Monday through Friday, 7:15-7:30 p.m., on behalf of Oxydol, will be replaced with Gordon MacRae, baritone, formerly in the 6:30-6:45 p.m. period. Latter period will be filled with a new sustaining series, *Songs by Larry Carr*.

Summer replacement for the *Lanny Ross Show* (Ivory Soap), Monday through Friday, 7-7:15 p.m., will be Patti Clayton, who has been heard 6:15-6:30 p.m. Latter spot will be filled by *In My Opinion*, another CBS sustainer.

Agency for Oxydol is Dancer-Fitzgerald - Sample, New York, while Compton Advertising, New York handles Ivory soap.

Television Set Makers Fete Press, Workers Fight Night

MOST NEW YORK metropolitan television set manufacturers held parties for the press and for their workers the night of the big fight.

RCA, in addition to sets used at the NBC party, telecast the fight to employes in its Princeton, N. J., laboratories. This show used a standard-size movie. The event was held outdoors and was visible over an area of several acres.

The signals were fed through a control board and amplified in the lab television studio, and cast on the screen by a projector, which was situated 60 feet in front of the screen. A special 60,000 volt receiving tube-kinescope was constructed for the fight projection by Dr. D. W. Epstein of the laboratory staff.

CBS set up six sets, mostly RCA console models, throughout its television studios for its employes. U. S. television and Du Mont also had shows in their studios and at their plants.

At the Telicon Corp. at 851 Madison Ave. over 200 members of the press and their friends crowded before four Telicon receivers to witness the telecast of the Louis-Conn bout. Two of the receivers were direct-view, one with 20-inch tube, the other a 15-inch, while the other two receivers were of the projection type with a 17x23-inch screen. The direct view set with the 20-inch tube cast a remarkably clear picture, while the projection sets were less definitive.

Solomon Sagall, president of Telicon, and former managing director and founder of the Scophony Co. of England, declared that the telecast of the Louis-Conn fight "has ushered in the age of commercial television." "Television may have made several false starts in this country," he said, "but this time it is starting right and it is going to stay." Alluding to color television, Mr. Sagall went on to say that color television will eventually come, but the black-and-white has a brilliant commercial future for "at least five years."

Telicon Corp., feeling that the public wants a large picture, announced that it will not bring out a set with anything smaller than a 10-inch viewing tube, and most of its production will be concentrated on sets with a 15-inch direct view picture, and a projecter picture of about two feet wide. Sets will make their debut at dealers sometime in the fall. Prices will range from approximately $350-400 to $1500.

Viewtone Inc. displayed 14 of its sets, with 7 inch screens on table and console models, to over a thousand guests at a fight party in the Park Central Hotel, N. Y., Viewtone also had a number of other sets displayed throughout the eastern area where the fight was telecast.

Emerson Reveals Retail Video Sets

Console, Table Sets to Sell From About $150 to $250

EMERSON RADIO & Phonograph Corp. announced its entry into the television field last Thursday at a press preview of its first two postwar video receiver models—a chairside console including the standard broadcast band as well as the television sight and sound, which will retail at approximately $250, and a table model video sight and sound receiver without the standard broadcast band, to retail at about $150.

The chairside model, with a 10-inch cathode ray tube slanted so as to be readily visible to a large number of viewers, includes 32 tubes and has a 12-inch speaker. Benjamin Abrams, president of Emerson, said that the company expects this to be its most popular television receiver model and that about 75% of Emerson's anticipated output of 8,000 to 10,000 video sets during the remainder of this year will be chairside models.

The $150 table model has a 7-inch vertical viewing cathode ray tube. Both models will receive the full range of channels allocated by the FCC to commercial television, 44-88 mc and 174-216 mc. The company is making a dipole receiving antenna which will be installed at a cost of $30.

Delivery Next Month

Emerson's first television sets will go to dealers beginning next month with production gradually increasing through the summer and fall, Mr. Abrams said. At first, he stated, distribution will be limited to the New York area, subsequently extending to other cities as program service is available there.

Also displayed by Emerson was a new midget standard broadcast five-tube receiver, measuring only 6 by 5½ by 3 inches. Set, to be produced in colored plastic cases, operates on either AC or DC current and will retail for about $20.

Asked about Emerson's FM receiver production plans, Mr. Abrams said that the company expects to turn out about 20,000 table models, retailing at $79.95, and 15,000 console combination AM-FM models, retailing at $175.

To Work Together

TO ELIMINATE possibilities of a third trade association for television, NAB and Motion Picture Assn. aim to work closely in development of policy and solution of operating problems. This was discussed Wednesday at an informal luncheon in Hollywood tendered by Eric Johnston, MPA president, for Justin Miller, NAB president, and attended by area radio and movie leaders.

NAVAL ORDNANCE Development Award was given June 6 to the Wilmotte Mfg. Co., Washington, D. C., in recognition of distinguished service to research and development, and in particular for contribution to the Fire Control Radar Mark 29 [BROADCASTING, June 17]. Award was accepted by Raymond M. Wilmotte (r), president of the company, from Rear Admiral Malcolm F. Schoeffel, USN, deputy chief of Bureau of Ordnance. Eighty members of the Wilmotte firm received the award.

H. WENZEL PLACES SPOTS IN 39 STATES

H. WENZEL Tent & Duck Co., St. Louis, begins a live spot campaign, in 39 states three times weekly, effective June 24 on the following stations: WLAY WSGN WBHP KWJB KYCA KGLU KOY KTUC KSUN KLCN KELD KTHS KUOA KERN KMJ KMPC KTRB KVCV KFBK KROY KXOA KFXM KGB KSFO KWG KGIW KFEL KIUP KFXJ KOKO WQAM WSPB WGGA WGAU KIDO KID KRLC KSEI KWAL WEBQ WLDS WJOL WGIL WDZ KTFI KRNR WTRC WEOA WOWO WIBC WASK WHBU KGLO KBIZ KFNF KTRI KICD KDTH KYAK KGGF KGNO KTSW KIUL KVGB KSAL WCMI WLBJ WHLN WHOP WLAP WPAD KMLB KVOL WKZO WJIM WATT WMFG KYSM WDGY KVOX KWLM WGRM WAML WELO KMMO KFEQ KXOK KDRP KWTO KGHL KRFJ KGVO KGCX KGEZ KFBB KMMJ KORN WJAG KUDY KGKY KHAS KENO KOH KOB KAVC KGAK KWEW KGFL KTNM WMBO WENY WHKY KFYR KDLR KILO KLPM KOVC WHBC WKRC WHKC WFIN WMRN WHIZ KADA KVSO KASA KSWO WBBZ KOMA KTUL KBKR KBND KXL WKRZ WCEB WJPA WCRS.

KABR KGFX KWAT KSOO KOTA WOPI WJZM WHUB WAPO KNEL KBWD KAND KSAM KPAB KFRU KRBA KCRS KNET KIUN KVOP KTEM KVWC KVIC KXOK KRIC KFDA KGNC KRBC KRIS KROD KFJZ KTRH KFYO KPLT KGKL KTSA KCMC KRGV KPOM KDNT KSUB KVNU KOAL KUTA WPUV WINC KWLK KFPY KPQ WMMN WHBB WIBU KDFN KPOW KURS KWYO KFBC. Contract to run through summer was placed by Simmonds & Simmonds, Chicago.

Woll Replacement Demanded by Lea

Cites Petrillo Prosecutor's Father as Union Official

REMOVAL of J. Albert Woll, U. S. District Attorney, as Government prosecutor in the case against James Caesar Petrillo, growing out of his strike against WAAF Chicago [BROADCASTING, June 17], will be demanded of Attorney General Tom Clark, Rep. Clarence F. Lea (D-Calif.), chairman of the House Interstate & Foreign Commerce Committee, said last week.

Mr. Lea, author of the Lea Act, which Petrillo is charged with violating, said he would write the Attorney General, demanding that a member of the Attorney General's staff "not related to interested parties" represent the Government. Mr. Woll is the son of Matthew Woll, second vice president of the American Federation of Labor, parent organization of the American Federation of Musicians.

He told BROADCASTING a fortnight ago that he could see no reason why he should disqualify himself, merely because his father is an official of the AFL.

"It is unfortunate that the prosecuting attorney who must represent the Government in this prosecution should be so closelv related to an official of the union," said Representative Lea. "I don't question Mr. Woll's integrity, but it would seem a natural inclination for him to lean towards the labor organization."

Joining Chairman Lea in opposing Mr. Woll as Government attorney was Rep. Clarence J. Brown (R-Ohio), who as a member of the Interstate Foreign Commerce Committee, worked hard for passage of the Lea Act. Mr. Brown, who is chairman of the Republican National Executive Committee, said the Chicago U. S. attorney, even though his sympathies might all be for the Government, should have assigned the case to an assistant because of his father's connection with the AFL.

NAB Program Study

SURVEY of early morning programs throughout the country will be undertaken by the NAB Department of Broadcast Advertising to determine operating methods and techniques behind successful operations. Conducting the study will be J. Allen Brown, assistant director of the department. Production, selling, success stories, reaction of advertisers and other aspects will be covered along with a study of competitive elements and audience desires. Outstanding examples of shows will be probed to find secrets of their success.

Even We Were Surprised

Everyone knew we would pull lots of letters on the latest mail-pull effort — but even we were surprised at the wide expanse of territory from which they came. It substantiates that these stations have the LISTENERS.

Get your products into the hands of those listeners. Ask John E. Pearson Company for rates and availabilities.

West Texas Network

KRBC KBST

ABILENE, TEX. BIG SPRING, TEX.

KGKL

SAN ANGELO, TEX.

WTAD

IOWA
MISSOURI
★QUINCY
ILLINOIS

WTAD gives dominant coverage of a prosperous rural-urban market —ideal for testing!

930 K.C. 1000 WATTS CBS AFFILIATE

THE KATZ AGENCY, REP.

A Lee STATION

HUNTING FOR MORE BUSINESS IN IDAHO?

KSEI
POCATELLO · IDAHO

THEY EAT IT UP!

—and it's mighty good eatin'—the generous dish of good programming that characterizes this sales-producing station. A great station in a great market—the combination that insures volume sales.

WAIR
Winston - Salem, North Carolina
Representative: The Walker Company

"in Louisville it's WINN or you lose"

BASIC STATION
AMERICAN BROADCASTING COMPANY
HARRY McTIGUE
General Manager

REASON WHY
PEOPLE IN KANSAS AND ADJOINING STATES DEPEND ON FARMING FOR A LIVING. THAT'S WHY WE'VE PROGRAMMED TO THEIR NEEDS FOR 20 YEARS. AND IT'S WHY THEY BUY WIBW-ADVERTISED GOODS.

WIBW The Voice of Kansas in TOPEKA

March Production Of Sets Is Higher

Total Is 27% Above Mark For February, Census Shows

RADIO SET output totaled 916,701 sets in March, 27% above February and 90% of average monthly output in 1941, according to the Bureau of the Census. No FM sets or AM-FM combinations were reported to the bureau for February and March. Of 635,570 home radios, only 7,468 were console models, a ratio of 1 console to 60 table sets, as compared to the 1 to 6 ratio of 1941.

Output of 82,777 radio-phonograph combinations in March was a little above 1941 average but 197,354 battery operated sets represented only half 1941 monthly volume. Automobile sets totaled 102,823 in March, up substantially from February but only 54.6% of 1941 volume. Value of shipments of radios and electronic phonographs rose 39% in March, totaling $20,000,000 as compared to $14,500,000 in February.

Output of television sets in February and March was described by the bureau as negligible. Bureau bases its reports on data from manufacturers and says they represent "substantially complete" coverage of the industry. Data are preliminary and will be revised later.

Radio Manufacturers Assn. plans to make available monthly set data, starting with figures for June. These reports are to be issued within a fortnight of the month's end, and are to give almost complete coverage.

HEARING TO RESUME ON CLEAR CHANNELS

CONFERENCES between engineers of the broadcasting industry and the FCC were held last week in Washington to prepare testimony for the final phase of the clear channel hearings which begin July 1 in Washington.

Although every effort will be made to wind up the hearings within a few weeks, it was regarded doubtful that the voluminous data necessary for the proceedings will be completed. It was expected, therefore, that a recess may be taken after two weeks and the hearings adjourned until some time in September.

Acting Chairman Denny has promised that a decision on the clears will be made in September, to enable the United States Government to submit its proposals to the North American Regional Broadcasting Conference in October.

It is expected that when the hearings resume, Louis G. Caldwell, counsel for the Clear Channel Broadcasting Committee, will ask that the executive board of the Regional Broadcasters' Committee be required to testify regarding an alleged campaign to "break down the clears."

Executive Staff of Lever Bros. Is Reorganized by Luckman

NEW VICE PRESIDENTS (l to r): Robert F. Elder (consumer research); John R. Gilman (advertising); Walter W. McKee (sales); Alexander B. Stewart (production); Arthur P. MacIntyre (finance).

HARDLY a fortnight after taking office as president of Lever Bros. Co., young (37), ambitious Charles Luckman last week was giving the giant American subsidiary of Britain's great soap making combine the shaking of its venerable life.

Mr. Veale

Within three days he made six new vice presidents, two of them his good friends from his days as salesman for Colgate-Palmolive-Peet Co.

The top lieutenancy went to W. R. Veale, who started with Colgate-Palmolive-Peet in 1922 as a clerk in the advertising department, rose through advertising, sales and managerial positions to become manager of the company's U. S. soap department in 1935. Since 1938 he has been manager of Frankfort Distillers. Mr. Luckman last week made him vice president and general manager of Lever Bros. He was also elected to the board.

Another vice presidency went to Walter W. McKee, onetime Colgate-Palmolive-Peet executive who followed Mr. Luckman to the Pepsodent Co., became its vice president in charge of sales after the soap industry's wonder boy became Pepsodent's president. The McKee-Luckman friendship began when Mr. McKee was Colgate-Palmolive-Peet's manager for toilet articles in Cincinnati and Mr. Luckman was the company's district manager for soaps. Mr. McKee last week was named Lever Bros. vice president in charge of sales.

The other four executives elevated to vice presidencies were:

Robert F. Elder, vice president in charge of consumer research. With Lever Bros. since 1937, Mr. Elder was first director of research, later assistant to the president with special responsibilities in economics and merchandising.

John R. Gilman, vice president in charge of advertising. With Lever Bros. since 1918, he became assistant advertising manager in 1924, associate advertising manager in 1927. To Mr. Gilman much credit has been given for the development of Lux Toilet Soap. He was in charge of all Lux advertising, including *Lux Radio Theatre*.

Alexander B. Stewart, vice president in charge of production. With Lever Bros. since 1924, Mr. Stewart was first a sales supervisor, later assisted in installing modern production systems. Since 1933 he has been assistant to the president with special responsibilities for production.

Arthur P. MacIntyre, vice president in charge of finance. With Lever Bros. since 1920, Mr. MacIntyre was first an accountant, became controller in 1922, treasurer in 1935.

KVI REPLACES KMO WITH MBS-DON LEE

AFTER nine years as a Mutual-Don Lee Broadcasting System affiliate, KMO Tacoma, Wash., will sever network connections in favor of independent operation, effective Aug. 1, according to Carl E. Haymond, KMO owner.

Simultaneously, Don Lee announced selection of KVI Tacoma to replace KMO and KOL Seattle.

Mr. Haymond stated that he had been offered a new Don Lee contract with the provision that he either purchase a Seattle station or move the KMO transmitter to cover both cities.

In making his decision, Mr. Haymond further explained, "We would have had to identify ourselves exclusively with Seattle, since from a business point of view, it is impossible for a Tacoma station to sell both markets inasmuch as Seattle overshadows Tacoma.

The new network outlet, KVI, which operates with 5 kw on 570 kc, is presently located midway between the two cities. Mrs. Vernice Irwin, president and general manager, admitted she would "probably move some of the station operations" to Seattle.

Telecommunication Revision Seen in June 27-28 Meetings

A TWO-DAY meeting of interested members with State Dept. and other Government officials, looking toward U. S. proposals for revisions of international telecommunications documents will be held in Washington June 27-28, the State Dept. announced last week.

Need for a world conference and a revision of the existing international telecommunications documents is accentuated by reason of the great advancement in the art since the drafting of the Madrid Convention in 1932 and the Cairo Radio Regulations in 1938 and by developments and disruptions incident to the war, said a spokesman.

Some 50 or more representatives of all phases of telecommunication in America are expected to attend the meetings. Beginning at 2 p.m. Thursday the sessions will be held in the Department of the Interior Auditorium, concluding Friday afternoon.

Submit Proposals

Several firms and organizations directly interested in world telecommunications have submitted tentative proposals. Others are expected to offer suggestions during the conference, inasmuch as proposed radio regulations were delayed in mimeographing at State Dept. and will not reach industry members in time for complete study before the meeting this week.

Studies have been under way for a long time looking toward the revision of international telecommunications documents, said a Government official.

While many changes are anticipated, some are outstanding in importance. One will be a revision of the frequency allocation table, Article 7 of the Cairo Radio Regulations, which will make many changes in the allocation of bands of frequencies to the various services requiring them.

Another important change to be proposed will be a recommendation for creation of an International Telecommunications Union with permanent boards and committees which will be integrated by an Administrative Council, a permanent body designed to supervise and direct the day-to-day operations of the union.

According to the U. S. proposals, one of the most important of these permanent boards would be a Central Frequency Registration Board composed of five regular and two alternate members, each from a different nation and who shall be of recognized qualifications in the radio field. This CFRB would undertake to coordinate on a scientific basis the registration of frequencies, which now is done merely as a recording activity by the Bern Bureau.

While the CFRB would act only in an advisory capacity, it would provide a forum for the settlement of international disputes in the field of frequency registration and an agency for the submission of expert advice to registering governments. Work on other permanent boards and committees is going forward.

A further important revision looking toward speedy solution of international problems in the telecommunications field is proposed. This is, in addition to the regularly accepted plenipotentiary and administrative conferences, a new type of conference known as an Administrative Conference With Limited Agenda, sometimes referred to in official circles as a "quickie."

Under the U. S. proposal international conferences could be set up with as little as three months' notice and would consider only a few current and urgent problems, thus avoiding the long delays incident to regular conferences, heretofore necessitated. Under present international documents, problems that arise must await world conferences, sometimes four years or more.

NEW License Hearing Postponed Until Aug. 5

AN FCC hearing of a renewal application for a license of WNEW New York, scheduled to be held in New York on June 18, has been postponed until Aug. 5. The reason for the postponement is that Arde Bulova, principal owner of WNEW New York, has not returned from a European trip.

In addition to fighting for renewal of its license, the station is resisting the efforts of the Missionary Society of St. Paul of the Apostle to take away its frequency. WNEW is also applying for an increase in power from 10 kw to 50 kw.

A minority stockholder, Richard O'Dea, is participating as an intervenor to inquire into certain financial transactions involving the Greater New York Broadcasting Corp., present licensee of WNEW, and the Wodaam Corp., licensee of WOV New York, also owned by Bulova, and previous licensee of WNEW [BROADCASTING, May 27].

Outline NAB Meet

OUTLINE for the Oct. 21-24 NAB convention agenda will be drawn June 28 at a meeting of the NAB Convention Committee, to be held in Chicago. President Justin Miller will attend, as will C. E. Arney Jr., secretary - treasurer. Committee members are G. Richard Shafto, WIS Columbia, S. C.; T. A. M. Craven, WOL Washington, and Leslie Johnson, WHBF Rock Island.

APPLEBY IS NAMED BUDGET DIRECTOR

PAUL H. APPLEBY, northwest broadcaster, last Thursday was appointed by President Truman to be Acting Budget Director, filling the vacancy created by resignation of Director Harold D. Smith to become vice president of the International Bank.

Mr. Appleby

Mr. Appleby was appointed assistant director of the bureau last September when he resigned as officer and director of Queen City Broadcasting Co., operating KIRO Seattle, though retaining his stock in the station. He also is a third owner of KFPY Spokane and interested in a projected station in Boise, Ida.

Mr. Appleby had been in Government service 12 years as executive assistant to Secretary of Agriculture Wallace in 1933, remaining there until 1940. In 1941-42 he was chief of the U. S. food mission to Great Britain and served as chairman of the International Wheat Conference. In early 1944 he was named assistant director of the Budget Bureau, resigning that autumn to enter radio.

AWD Delegates to Call At White House Today

DELEGATION from the Assn. of Women Directors will call at the White House at 1:50 p.m. today just prior to a meeting of the Famine Emergency Committee. The group will present to ex-President Herbert Hoover a sheaf of telegrams from stations pledging cooperation in the food conservation program.

Alma Kitchell, WJZ New York and AWD president, will make the presentation. Accompanying her will be Mildred Bailey, WCOP Boston, vice president, and Dorothy Lewis, also a vice president and NAB coordinator of listener activity. AWD adopted its food conservation program early in the year before the famine committee was created.

A. D. Willard Jr., NAB executive vice president, will attend the committee meeting, representing NAB President Justin Miller who is on the West Coast.

Yankee Switch

KELLOGG CO., Battle Creek, Mich. (Pep), today, June 24, for 13 weeks moves *Superman* series on all Yankee Network stations from 5:15-5:30 p.m., period to 5:30-5:45 p.m., spot so ball fans can hear more of the Boston games. Time remains unchanged on rest of Mutual network. Agency is Kenyon & Eckhardt, New York.

An All-Time Favorite
THIS LOVE OF MINE
Published by EMBASSY MUSIC CORP.
• • •
Performance Rights Licensed Through
BMI
BROADCAST MUSIC, INC.
580 Fifth Ave., New York 19, N. Y.

FIRST AT BIKINI!
KSFO scored another first
Have you heard about
BIKINI PREVIEW?
KSFO
SAN FRANCISCO
Represented by
UNIVERSAL RADIO SALES

Back YOUR FUTURE
With U.S. SAVINGS BONDS

By actual survey
TORONTO'S MOST LISTENED-TO STATION
DIAL 580
CKEY
TORONTO

Classified Advertisements

PAYABLE IN ADVANCE—Checks and money orders only—Minimum $1.00. Situation Wanted 10c per word. All otners, 15c per word. Count 3 words for blind box number. One inch ads, acceptable, $12.00 per insertion, non-commissionable. Deadline two weeks preceding issue date. Send box replies to Broadcasting Magazine, 870 National Press Bldg., Washington 4, D. C.

Help Wanted

Wanted immediately—For live audience show, a congenial, experienced ad lib showman who can write and handle a radio stage show with a Bailey, Brenneman and McNeil personality. Rush full information with audition disc to Box 372, BROADCASTING.

Good combination operator and announcer with first class license. NBC station, intermountain west. Substantial salary and permanent affiliation for right man. Box 373, BROADCASTING.

Operator, first class. Texas station. Give qualifications. Box 395, BROADCASTING.

New local station in southwest now constructing wants chief engineer capable of making all technical installations and to stay on. $250 per month, start. Box 436, BROADCASTING.

Sales manager and program director-announcer for new station to open in fall; college city in good place to live. Give experience. Write Box 437, BROADCASTING.

Wanted—Three combination announcers and engineers for 250 watt southern station. Must have first class license. All replies confidential. Address Box 446, BROADCASTING.

Radio times salesman wanted to do constructive selling. Must write copy for own accounts. No high pressure selling. NBC station, well established. Rocky mountain area. Box 449, BROADCASTING.

Wanted—Girl experienced in programming and traffic departments by Texas radio station. Give full particulars and furnish photo in first letter. Box 464, BROADCASTING.

First class ticket with ability to announce. Pay $40.00 weekly. WTMC, Ocala, Florida.

Starting new radio station, 250 watt. Need combination engineers and announcers. Covington News, Covington, Georgia.

Salesman—Excellent opportunity. Progressive station. KFRO, Longview, Texas.

Engineer-announcer wanted by NBC station in citrus belt of Florida. Experience in routine announcing required. No engineering experience necessary. First class license required. Good salary. Opportunity for advancement. Radio Station WLAK, Lakeland, Florida.

Sales, copywriters, Radio's Reliable Resources. (Employment Agency), Box 413, Philadelphia 5.

Engineer-announcer wanted by southern Mutual affiliate. Must have first class license and be able to handle announcing shift. Good pay, pleasant surroundings. Contact T. K. Vassey, WMLT, Dublin, Georgia.

2 experienced writers, popular and light classic music shows. Rush full information and samples to World Herald Radio, Omaha, Nebr.

Experienced announcer. Rush complete information, picture and disc to World Herald Radio, Omaha, Nebr.

Commercial manager must be experienced salesman. Have excellent opportunity for right man. Veterans given first consideration. Give full information in first letter. Radio Station WOSH, Oshkosh, Wisc.

Announcer-engineer. Immediate opening for first class engineer capable of taking turn on mike. Position permanent—salary excellent. WLAG, LaGrange, Georgia.

Combination announcer-operator with first class license for regional NBC affiliate. Send snapshot first letter. KSEI, Pocatello, Idaho.

Studio manager-veterans. If you are a good announcer, have a good working knowledge of the inside operation of a local ABC affiliate and know how to handle men, there is a good permanent position for you at Radio Station WOSH, Oshkosh, Wisconsin. Give full information.

Commercial manager—Oustanding opportunity with West Virginia MBS affiliate. Salary and commission. Excellent chance to progress. Wire or write WMON, Montgomery, West Virginia.

Wanted—First class operator-announcer. WKEU, Griffin, Georgia.

Help Wanted (Cont'd)

Sales engineer—Man with vending and broadcast technical experience to sell amplifiers, loud speakers, transformers, test equipment for leading manufacturer. Box 468, BROADCASTING.

Staff accordionist who plays popular novelties, polkas and hillbilly, midwest regional station. Box 467, BROADCASTING.

Commercial manager needed by 250 w Mutual station. Excellent opportunity for advancement. Must be experienced salesman, preferably experienced in radio. Veterans given first consideration. Send snapshot and complete information in first letter to Muscle Shoals Broadcasting Corporation, P. O. Box 230, Sheffield, Alabama.

Help wanted—Community service director—to plan, contact, supervise educational, cultural, and public service programs—full knowledge of programming, production and good background necessary. Tell all in first letter with picture. 5000 watt NBC affiliate, South Atlantic state. Box 466, BROADCASTING.

Situations Wanted

Sales promotion manager top-flight background desires change. Negotiations strictly confidential. Box 356, BROADCASTING.

Nine years experience announcing, selling, managing. Want job on 250 watt in small town with chance to eventually buy interest. Capable, dependable. Box 392, BROADCASTING.

Two men—Staff announcer, M. C. and commercial writer. Announcer 4 years platter, staff work. Commercial writer veteran, 27, stable. Prefer small station, permanence. Box 413, BROADCASTING.

Chief engineer, vet. age 26, desires small station. Five years general experience installation maintenance broadcast, government, Army radio, Radar equipment. Also announcing. Box 415, BROADCASTING.

Ex-Army Officer with British bride wants back in radio. Top newswriter and commentator. Splendid script writer and producer. Experienced all phases from small station management to network station. Splendid references. Available now. Box 418, BROADCASTING.

Operator-engineer with first class license. Transmitter or studio. Four years radio parts, two years radio service, part time announcer, five years Bureau of Aeronautics—Navy Radar technician, civilian. Operator 5 kw NBC. Married, age 31. Box 421, BROADCASTING.

A prize package. Ambitious staff of seven with an aggregate of seventy years broadcasting experience available to hypo your present operation or serve as nucleus for new staff: commercial manager or station manager; continuity chief; announcer-special event man; news-editor-broadcaster; chief engineer-control room technician; producer-announcer; woman's director; all with network experience and college back grounds; average age 29; all now employed. Available to progressive organization with a future. Write Box 422, BROADCASTING.

Experienced first class operator. 14 years radio. Available immediately. Can do combination if necessary, also have construction experience. Married and veteran World War II. Answer Box 429, BROADCASTING.

Consultant, manager with extensive program promotion experience. Box 375, BROADCASTING.

Copy writer, girl, desires position with progressive New England station. Write Box 409, BROADCASTING.

Announcer — experienced. Veteran, young, married, dependable. Handle all types commercials, newscasts, record shows, sports, remotes, and can operate control board. Transcription available. Box 417, BROADCASTING.

Announcer—veteran, 29, with 18 months experience in sportscasting, desires permanent staff job on small station. Available immediately. Box 443, BROADCASTING.

Announcer. 15 years experience all phases radio. Married. $75.00. Box 453, BROADCASTING.

Situations Wanted (Cont'd)

NBC staff director desires program or production opening with community station. Prefer midwest but go anywhere if opportunity right. Veteran, 55 months service. Covered war with wire recorder Normandy to Germany. Box 456, BROADCASTING.

Announcer, continuity writer. Veteran. 8 year radio background director, producer, script-writer. Chief announcer, program director for Army radio station on Continent. Excellent voice. Single, 30, desires connection with progressive station. Audition disc available. Box 459, BROADCASTING.

Experienced—Desire connection as station or commercial manager. Experience in national and local sales, station operation and promotion. College graduate, L. L. B. Degree. Box 460, BROADCASTING.

Operator-announcer—2nd class ticket, 15 years in radio, experienced in sales and programming. Prefer location in small town on 250 w. station. Box 461, BROADCASTING.

Chief engineer—250 watter, 26, with background for management desires to affiliate with station needing combination chief and manager. Ideal combination to cut operational costs and weld staff into efficient unit. All offers considered, salary not main consideration. Opportunity for new or proposed station with CP. Prefer and know northwest. Box 462, BROADCASTING.

Program director—Nine years' commercial radio experience as announcer, news editor and production supervisor. Thoroughly familiar with all phases of programming and dramatic, musical and public service production. Administrative and executive management ability likewise evidenced by present position as assistant manager of 5000 watt network affiliate. Veteran, university graduate, married. Box 465, BROADCASTING.

Announcer. Veteran. College degree. Graduate of School of Radio Technique. Now employed. Desires job in east. Joseph Rappoport, 410 34 St., Union City, New Jersey.

Announcer—Two years experience. News, disc work, continuity and especially sports, including play by play. Available immediately. Reliable, sober and industrious. Contact Charles Spencer, 8 North Main St., Springfield, Vermont.

Announcer-veteran, single, 25, eager to establish radio career. Army Network experience, writing, narration, acting; adept commercial copy, platter chatter, ad lib. Conscientious, dependable. Go anywhere, salary unimportant. Jos. F. Stenglein, Jr., 2265 Sedgwick Ave., Bronx 53, New York.

Announcer—24. Steady. Reliable. Los Angeles station experience. Excellent educational background. Seeks security in small western community. References and disc on request. John Willis, 1231 N. Genesee Ave., Hollywood 46, Calif.

I want a job: As space or time salesman; 27 years; married; college, veteran; was district supervisor of circulation and promotion for two years with second and largest selling magazine in United States; also sold space for national publication; personable; excellent character. References; and great desire to make good—but, need the opportunity to prove ability. Bert C. Halperin, 390 West End Ave., New York 24, N. Y.

AA degree from U. of Calif. Radio writer-announcer with civilian, Army experience. Currently newscasting on 1000 watter. Consider any offer. Write: 1053 San Jose St., San Leandro, Calif.

For Sale

For sale, local station. Only station east north central market. Network affiliate. Conditional FM CP granted. Price $200,000.00. Good management can make this the buy of the year. Box 435, BROADCASTING.

REPRESENTATIVE

● With ample financial resources and twenty years experience in broadcasting and allied fields available. If you have a product or service to sell to advertisers, agencies, music publishers or radio stations in and around New York and desire capable and conscientious service, write Suite 706, 507 Fifth Ave., New York 17.

For Sale (Cont'd)

For sale—200 foot Lingo tubular radiator. In excellent condition. Highest offer takes it. Box 455, BROADCASTING.

For sale—Two 150 foot steel towers, self-supporting, insulated, with CAA lights. Box 463, BROADCASTING.

WE 304-A 1 kw transmitter. All self contained. No rotating parts. Clean and ready for immediate use. Price $3000.00 cash. FOB, Memphis. E. A. Alburty, Southern Broadcasting Service, Hotel Gayoso, Memphis 3, Tenn. Tel. 8-6860.

Hewlett-Packard, 4000A VT Voltmeters. Price $120.00. Perfect condition, immediate delivery, limited quantity subject to prior sale. Ace Electronics, 4403 Little Neck Parkway, Little Neck, L. I., N. Y.

For sale—New Temco, 250 GSC transmitter complete with one remote control unit, two sets tubes, one spare parts kit, one instruction book. Make us an offer. Crated for immediate shipment. Contact S. J. Hyman, Box 1957, Huntington, West Virginia.

Wanted to Buy

Wanted—Universal Synchronous Recording Motor with 15 to 1 gear ratio. Write to Box 458, BROADCASTING.

Wanted—One Fairchild unit 539 portable recorder or what have you. Write—Modern Transcription Studios, 1110 Southland Life Building, Dallas 1, Texas.

Wanted for immediate purchase: Portable recording equipment; wire, tape or disc. Also needed: portable combination AC and DC playback machine. All equipment must be in excellent condition. Box 470, BROADCASTING.

Miscellaneous

An investment. Newly-formed transcription company needs capital. An opportunity to invest and share in sound business idea. Complete facilities available. Five fine commercial shows in production. Replies held in strict confidence. Box 377, BROADCASTING.

Can we represent you in Chicago. We are an established selling organization and have valuable contacts with advertising agencies, radio stations and advertisers. Box 402, BROADCASTING.

Washington newsman, 34, ex-FCC editor, has $5,000 for active investment with others similarly situated in proposed radio station here, there, anywhere. Box 469, BROADCASTING.

Another of our clients is on the air. They had the idea—we handled the details—got the CP—built it where they wanted and what they wanted. The idea is now real. We can do the same thing for you. May we show you how? BOX 457, BROADCASTING.

A WEEKLY LISTING
OF THE NATION'S JOB OPENINGS

Write for FREE SAMPLE COPY of "Radio Jobs", radio's weekly newsletter, listing job openings throughout the country as reported to "Radio Jobs" by broadcasters. Announcers, engineers, salesmen, writers, newsmen, managers, etc. "Radio Jobs", 545 Fifth Ave., New York 17, N. Y.

I'M READY!

. . . and the man to whom I am now Assistant Sales Manager at one of the country's top 50,000 watters believes I am both willing and able to step out on my own as Sales Manager of a radio station which needs a permanent lift in billing. If you're looking for the man who can get your sales up and keep them up, let's talk about it. Box 452, BROADCASTING.

Young man, 33, with excellent record as manager of a leading representative firm, and as commercial manager of a station desires to make a change. Would prefer California but will listen to any sound proposition. Replies held in confidence.

Box 454, BROADCASTING

10 Outlets Granted By FCC in Week

KEEPING pace with the increased tempo of applicants for standard stations, the FCC last week authorized ten new standard outlets. Unusual aspect of Commission action was the issuance of grants to three applicants in Gadsden, Ala., a city of 37,000 (1940 census).

Outstanding among the latest recipients were grants to Mid-State Broadcasting Co. of Peoria, Ill., and Southern Illinois Broadcasting Partnership, Carbondale, Ill., authorizing use of the 1-A clear assignment of 1020 kc with 1 kw daytime operation only; Pursley Broadcasting Service of Mobile, Ala., which was granted 840 kc with 1 kw day, 1-A clear channel of WHAS Louisville; and the authorization on 740 kc to Central Florida Broadcasting Co., Orlando, Fla., operating with 1 kw day only.

Other grants were issued by the Commission to The Traveler Publishing Co., Inc., for a new station in Arkansas City, Kans., Midwestern Broadcasting Co. in Petoskey, Mich., and Electronics Corp. of Puerto Rico, for a local outlet in Mayaguez, P. R.

Peoria Grant

In granting the Mid-State application for Peoria, the Commission denied a petition by the then applicant to tender a grant to the Cabondale applicant on 1030 kc "in lieu of 1020 kc as requested." Midwestern, whose 1020 kc frequency was acknowledged by the Commission, is the licensee corporation of WTCM Traverse City, Mich., which operates on 1370 kc with 250 w fulltime. Mid-State is owned by some 12 stockholders, including: William J. Kutsch, president (28%); William A. Kutsch, vice president (24%) Casper F. Salm, treasurer (5%); Paul J. Hagerty, secretary (7½%); J. Chase Scully, assistant sec.-treas. (2½%); and John T. Urice, director (5%). Mr. Urice is an account executive with J. Walter Thompson Co., Chicago.

Mobile grant is to husband-wife equal partnership, C. L. and Louise Patterson Pursley. Mrs. Pursley is a 25% partner in WAPO Chattanooga, Tenn. Significant in the authorization of 840 kc to the applicant is the fact that it is the first time WHAS has shared its daytime hours on the Class 1-A assignment.

Central Florida Broadcasting Co., granted use of 740 kc, 1 kw day only, will share clear channel assignment with KQW San Jose, Calif., and KTRH Houston, Tex. James Dandelake is president of grantee, Mrs. Naomi Murrell vice president, William Oliver Murrell, secretary treasurer and Mrs. J. M. Dandelake, assistant secretary-treasurer. All principals own 25% of the stock.

Arkansas City, Kans.—Stauffer Publishing Co., a Delaware corporation, owns 99% of the stock. Oscar S. Stauffer, president, .2%; D. A. Stone, vice president, .2%; F. W. Frailey, secretary-treasurer, 0.2%; James B. Austin, director, .2%; Frances Shirley, director; .2%, 1280 kc, 1 kw day only.

Orlando, Fla.—James Dandelake, vice president, chief engineer of Jackson Metal Co. and the Miller Electric Co. of Orlando, president, 25%; Naomi Murrell, vice president, 25%; William O. Murrell, secretary-treasurer, 25%; Mrs. J. M. Dandelake, assistant secretary-treasurer; 25%. 740 kc, 1 kw daytime operation only.

Mayaguez, P. R.—Santiago E. Caino, manager of local jewlry store, president, 33 1/3%; Jesus Aviles-Brunet, radio instructor at the Mayaguez Radio School, secretary, 33 1/3%; Salvador Caino, merchant, treasurer, 33 1/3%. 1490 kc. 250 w unlimited.

Mobile, Ala.—C. L. Pursley, district representative of the Texas Oil Co., 50% partner; Louise Patterson Pursley, 25% owner of WAPO Chattanooga, 50% partner. 840 kc, 1 kw day only.

Gadsden, Ala.—General Newspapers Inc., Carmage Walls, president; John E. Marsh, vice president; Mrs. Claudia Haines, secretary-treasurer; Mrs. Myrtle Thompson, assistant sec.-treas. Charles E. Marsh of Washington, D. C., owns 250 shares of preferred stock and 1,844 shares of common. 1400 kc, 250 w unlimited hours.

Gadsden, Ala.—G. W. Covington Jr., sole owner; owns WCOV Montgomery. 570 kc, 1 kw daytime only.

Gadsden, Ala.—E. L. Roberts, sole owner. 1350 kc, 1 kw daytime only.

Petoskey, Mich.—Midwestern Broadcasting Co., licensee of WTCM, 1340 kc 250 w unlimited time. Lester M. Biederman, president, 30%; William H. Kiker Jr., vice president, 16¼%; Drew McClay, secretary-treasurer, 15%; Fred G. Zierle, director, 16¼%; Edward G. Biederman, director, 22½%.

Peoria, Ill.—Mid-State Broadcasting Co., 1020 kc, 1 kw daytime only. William J. Kutsch, radio director and advertising manager of Swift's Premium Ham & Bacon Division, president, 28%; William A. Kutsch, general superintendent of A. S. Staley Mfg. Co., vice president, 24%; Casper F. Salm, vice president Republic Coal & Coke Co., treasurer, 5%; Paul J. Hagerty, president, director and majority stockholder P. J. Hagerty Equipment Co., secretary, 7½%; J. Chase Scully Jr., attorney, assistant secretary-treasurer, 2½%.

Carbondale, Ill. — Southern Illinois Broadcasting Partnership, 1020 kc, 1 kw daytime only. Paul F. McRoy, Carbondale, Navy veteran, educator, teacher, 33 1/3%. Proposed station manager. John H. Searing, attorney, president Carbondale Homestead Assn., 33 1/3% Father of Paul F. and Ann E. Searing, property manager, 33 1/3%. Mother of Paul F.

Sale of KTNM Tucumcari Is Sought; Incorporation of WMLT Dublin Asked

TWO applications—one requesting a transfer of control and the other seeking incorporation under State charter—were filed with the FCC last week.

Hoyt Houck, Robert D. Houck and Walter G. Russell, each one-third owners of KTNM Tucumcari, N. M., sought Commission approval of their proposed sale to Robert B. McAlister, Pryde E. Hale and Grady Maples for a consideration of $45,000. Station assignors asserted that by relinquishing control of KTNM it will be possible for them to devote their full time and efforts to an application for a 250 w outlet in Lubbock, Tex., of which they own 90%—30% each.

Messrs. Houck and Russell received Commission approval recently for an exchange of interests with Lonnie Preston, involving KTNM and KASA Elk City, Okla. [BROADCASTING, Feb. 18].

Under proposed assignment, Messrs. McAlister, Hale and Maples each will retain 33 1/3% interest. Mr. Hale, a Clovis, N. M., surgeon, will be a silent partner, McAlister and Maples participating actively in the operation of the station. KTNM operates on 1400 kc, 250 w fulltime.

Mr. McAlister formerly was program director of KFYO Lubbock and is now general manager of KICA Clovis. He will manage the station. Mr. Maples is associated with KFJZ Ft. Worth, Tex.

Having received Commission approval for remaining 50% stock of WMLT Dublin, Ga., from J. Newton Thompson [BROADCASTING, April 1], George T. Morris, individual owner of station, in another application to the FCC now seeks consent to incorporate holdings under laws of State of Georgia. Licensee corporation will do business as Dublin Broadcasting Co., with Mr. Morris as president. WMLT operates on 1340 kc with 250 w unlimited time.

Marks 700th

BILLY HENRY, CBS newscaster, June 21 made his 700th broadcast of *Bill Henry and the News* Monday through Friday 8:55 - 9 p.m. Taking over the five-minute sponsored program on CBS in Sept. 1943, Mr. Henry's preparation of the five-minute script starts at 8 a.m. During the day he attends Washington's press conferences or Congressional hearings. His only other news activity is a daily column for the *Los Angeles Times*. Mr. Henry is sponsored on CBS by the Johns-Manville Corp., New York, through J. Walter Thompson Co., New York.

Mr. Henry

P&G on NBC

PROCTER & GAMBLE, Cincinnati, has bought for the fall season the NBC Sunday period 10-10:30 p.m. which will be vacated by General Electric *Hour of Charm*. Decision as to which of various shows sponsored by the advertiser will fill the slot has not been made.

Seeds Plans Suit On Grove Action

RUSSEL M. SEEDS Co., Chicago, has notified Grove Laboratories Inc., St. Louis, one of the top network and spot advertisers, of its intention to file suit in the St. Louis Federal Court for the recovery of commissions on $1,058,000 in advertising revenue, if the company does not fulfill its contract.

Difficulties began May 12 when James H. Grove, Grove president, notified the agency of the appointment of Duane Jones Co., New York, to represent Grove at the end of 90 days' notice.

The agency, through its attorney, John B. Moser of Chicago, contended notice would constitute breach of contract in that agency contract was not to expire until June 30, 1947. In addition to Mr. Moser, regular counsel for Seeds, the firm of Thompson, Mitchell, Thompson & Young, St. Louis, is being retained. Firm won a judgment in May 1945 for breach of contract when Grove attempted to dismiss H. W. Kastor & Son Adv. Co., Chicago, as one of its agencies. Courts awarded Kastor & Sons $15,000 after decreeing no definite time termination.

In the present litigation, Seeds is expected to ask the court to award commissions in the amount of $160,000. Figure is based on advertising appropriations for the following accounts: Grove's cold tablets, $750,000; Paso ointment, $140,000; Dr. Porter's oil, $35,000; Chill-Tonic, $80,000; Jitter-Bug insecticide, $53,000.

Agency has also notified Grove it expects to retain title and ownership of *Reveille Roundup* and *The Home Towners*, vocal quartet appearing on NBC.

Kraft Renews

KRAFT FOODS Co., Chicago, has renewed *Kraft Music Hall* effective July 25 on full CBS network, Wed. 8-8:30 p.m. (CDT). Kraft's summer series, which began May 16, stars Comedian Edward Everett Horton and Pianist Eddy Duchin. Agency is J. Walter Thompson Co., Chicago.

THE SHOW WITH A 10.5 HOOPER

Harry S. Goodman

19 EAST 53rd STREET at Madison Avenue NEW YORK CITY

presents

MYSTERY HOUSE

— NOW TRANSCRIBED —

Available in a number of good local or regional markets.

This is one of the most exciting half-hours in radio! THRILLS FOR THE WHOLE FAMILY

FCC Plans Policing of Jammed Spectrum

RID-Field Division Merger to Fight Problems

By JACK LEVY

ANTICIPATING that the number of FM, AM and television stations "in the next few years" may reach an aggregate of 4,700, the FCC last Thursday announced details of a master plan for policing the "enormously-expanded postwar radio spectrum." The plan provides for the merger of the war-created Radio Intelligence Division (RID) with the Field Division, the combined unit to be set up as the Field Engineering and Monitoring Division, under the Field and Research Branch of the Engineering Dept. It will be headed by George S. Turner, formerly chief of the Field Division. George E. Sterling, formerly chief of RID, will head the Field and Research Branch.

Unfold Secrets

Coincident with the plan, which takes effect July 1, the Commission unfolded for the first time since its establishment in July 1940 the special equipment and techniques used by the RID for counter-espionage and for safeguarding war communications and transportation.

Opening up its Laurel, Md., laboratories to reporters and photographers, with permission to "see or shoot anything," the Commission conducted a five-hour exhibition of its far-flung monitoring activities, topped off by an actual demonstration of a nationwide alert for a clandestine radio station and the location of the illegal operation within five minutes. The equipment and facilities used for this work, it was explained, will now revert to peacetime application for patrolling the usable spectrum space, reaching to 30,000,000 kc and beyond.

War Forced Growth

In explaining the need for its expanded monitoring program, the Commission said that the "forced wartime growth" of radio communications is estimated to have advanced the art "an entire generation." Hundreds of thousands of additional channels, it predicted, will be licensed in the newly discovered regions of the spectrum and with the demand for frequencies still far exceeding the supply efficient policing becomes of "paramount importance."

The Commission recalled that when the Government first began policing the spectrum in 1911 it was concerned with only a few ocean-going steamers. But today, it pointed out, the FCC "is confronted with the problem of preventing traffic snarls or law violation on radio highways" which will bring an estimated increase in traffic in the next few years to:

Standard stations, from 1,000 to 1,400.
FM stations, from 50 to 3,000.
Television stations, from six to 200 or 300.
Radio-equipped planes, from no cities to 5,000.
Aviation ground stations, from 700 to 2,500.
Two-way service for autos, taxicabs, etc., from one city to 200 cities.
Radio-equipped railroads, from one road to 150.
Fire department radio, from no cities to 5,000.
Citizens walkie-talkie, from none to 200,000.
Amateur operators, from 60,000 to 100,000.

In addition, said the Commission, thousands of channels will be used for radar, point-to-point communication, diathermy and other electro-medical and industrial heating devices, ship-to-shore communication, multi-purpose microwave relay link systems, and many other safety and special services.

Element of Crime

"With many highly developed small radio transmitters readily available," the Commission warned, "criminals can be expected to increase their efforts to use this weapon to outwit the law."

Acting as the "eyes and ears" of the FCC throughout the nation, the new combined Field Engineering and Monitoring Division will have the following major functions:

1. Monitoring the spectrum to locate sources of interference to authorized radio services and identifying all forms of radio transmission.

2. Detecting and locating illegal stations and developing evidence for prosecution.

3. Inspecting all classes of stations licensed by the FCC.

4. Conducting radio operator examinations and issuing licenses to qualified operators.

5. Measuring frequency and making technical analyses of the emission of radio stations.

6. Performing emergency direction finding service to aircraft upon request.

7. Making field strength surveys of stations, conducting special engineering projects in connection with frequency allocation and related problems, and conducting propagation recording projects in conjunction with the Technical Information Division and the Laboratory Division of the Field and Research Branch.

The Commission said that several factors arising from the war have created special problems for its radio law enforcement officers. Principal among these are the availability of surplus military radio equipment, the increased number of persons familiar with radio operations, and the expanded use of radio in air navigation in police work and other types of communication.

Causes of Chaos

Operation by unlicensed operators, by persons unfamiliar with radio laws or by pranksters or criminals, the Commission declared, "can create far more havoc than in the prewar days of a relatively uncrowded radio spectrum. They can cause ships to go on the rocks, airplanes to crash, police departments to lose the trail of hoodlums.

Interference from diathermy and other medical and industrial appliances using radio, it added, now has greater potentialities for danger and confusion in the ether. Similarly, the increased number of huge airliners and the growth in private flying will accentuate the problem of locating and furnishing directions to lost planes.

Sale of surplus walkie-talkies in recent months, the Commission said, has created a special problem in guarding against the unauthorized operation of radio transmitters, which is subject to a $10,000 fine or imprisonment or both.

To explain the RID monitoring operations, the Commission conducted a tour of its Laurel laboratory, about 25 miles from Washington, which served as the focal point for wartime counter-espionage which, at the peak of activities, embraced a network of 102 monitoring stations connected by radio and teletype.

Demonstrations Given

With Acting Chairman Charles R. Denny Jr. and Commissioner E. K. Jett attending, the party of reporters and photographers was given demonstrations of the various apparatus by which enemy clandestine stations were tracked down in record time, including a transmitter in the German Embassy in Washington whose signals were picked up within a few minutes after it went on the air two days after Pearl Harbor.

Mr. Sterling directed the tour, assisted by Lloyd S. Quynn, radio monitoring engineer; Adolph Andersen, supervisor; Gerald S. O'Connor, A. P. Walker, Ernest C. Thelemann, H. W. Johnson, M. L. Parker, W. K. Roberts and G. J. Ikelman, engineers.

COCKTAIL PARTY honoring George Burns and Gracie Allen, stars of *Maxwell House Coffee Time*, was held June 17 at the Hotel Plaza, New York. Attending were (l to r): Clarence B. Goshorn, president of Benton & Bowles Inc., Maxwell House agency; Charles B. Mortimer Jr., vice president in charge of advertising for General Foods, program sponsor; Niles Trammell, president of NBC; Miss Allen; J. K. Evans, vice president and merchandising manager of General Foods Sales Co. Inc.; Mr. Burns; Esty Stowell, B&B account executive for Maxwell House Coffee.

Signs CBS Period

AMERICAN HOME FOODS, division of American Home Products New York, on behalf of G. Washington Coffee, July 2 for 52 weeks starts *Surprise Party* on CBS, Tuesday and Thursday 3-3:30 p. m. Originating from business and residential areas in and around Los Angeles as well as from the KNX studio, program's first portion features Stu Wilson, Maury Webster and Bob Shannon who will cruise the streets interviewing passers-by and taking them back to the studio. Second portion of series consists of a quiz contest back at the station. Agency is Ruthrauff & Ryan, New York.

Lustre-Cream Option

OPTION on first quarter hour of Don McNeill *Breakfast Club* on ABC, Monday-Friday, has been taken by Kay Daumit Co., Chicago (Lustre-Cream shampoo). Firm will commence sponsorship of program Sept. 2. Swift & Co. holds second and third quarter hours and Philco has fourth quarter of show. Daumit account was placed by Hill Blackett Co., Chicago.

At Deadline ...

PROPOSED FM REGULATIONS ADOPTED WITH CHANGES

ADOPTION of proposed rules and engineering standards concerning FM broadcasting, as proposed May 24 [Broadcasting, June 3], announced Friday by FCC. Final form varies from proposed in only two instances.

Section 3.204 (a) (2) differs with respect to Class B stations in Area II. New rules more clearly describe Commission policy of authorizing maximum power and antenna height wherever it is believed that demand for facilities will permit.

Second change concerns definition in engineering standards of antenna height above average terrain for Class A and B stations. In line with proposed regulations, FCC Friday further ordered outstanding FM CPs or license heretofore issued for community stations be classified Class A stations; all other FM CPs and licenses issued be Class B.

Text of exceptions to May 24 order:

In the matter of Promulgation of Rules and Regulations and Standards of Good Engineering Practice for FM Broadcasting Other Than Non-Commercial Educational Broadcast Service.

Section 3.204 (a) (2) is amended to read as follows:

> In area II, class B stations will be licensed to operate with a service area equivalent[2] to a minimum of 2 kw effective radiated power and antenna height of 300 feet above average terrain and a normal maximum of 20 kw effective radiated power and antenna height of 500 feet above average terrain.[4] The use of greater power and antenna height will be encouraged in those portions of Area II where such use would not result in undue interference to stations already authorized or to probable assignments insofar as can be determined at the time of the grant. In such case, the power, antenna height and area will be determined on the merits of each application, with particular attention being given to rural areas which would not otherwise receive service.

In addition Section 1M of the Commission's Standards of Good Engineering Practice Concerning FM Broadcast Stations is amended to read as follows:

> M. Antenna height above average terrain.—(1) For Class A stations the term "antenna height above average terrain" means the height of the radiation center of the antenna above the terrain 10 miles from the antenna.
>
> (2) For Class B stations the term "antenna height above average terrain" means the height of the radiation center of the antenna above the terrain 2 to 10 miles from the antenna. (In general a different antenna height will be determined for each direction from the antenna. The average of these various heights is considered as the antenna height above average terrain for Class B stations.)

It Is Further Ordered, That any outstanding FM construction permit or license which as heretofore been issued by the Commission or a community station shall be classified as Class A station, and that all other FM contruction permits and licenses which have been ssued shall be classified as Class B stations.

---

[2] For the purpose of determining equivalent coverage, the 1000 uv/m contour should be used.

[4] In the determination of appropriate coverage, consideration should be given to population distribution, terrain, service from other FM stations, trade area and other economic factors. Among the recognized trade area authorities are the following: J. Walter Thompson (Retail Shopping Areas), Hearst Magazines, Inc. (Consumer Trading Areas), Rand McNally Map Co. (Trading Areas) and Hagstrom Map Co. (Four Color Retail Trading Area Map).

ENTON RECUPERATING

ILLIAM B. BENTON, Assistant Secretary State for Public Affairs, recuperating at onnecticut home from mouth infection, which ept him in Bethesda, Md. Naval Hospital sevral weeks.

GRANTS UP FM CPs TO 110; CONDITIONALS TO 450

CONDITIONAL grants for FM stations reached 450 mark Friday when FCC authorized additional seven outlets, four of which went to standard licensees. Four grantees previously given engineering approval, awarded construction permits, bringing to 110 number of FM permits issued since resumption of peacetime licensing.

Six of seven conditional grants were for Class B (metropolitan) stations and one was for a Class A (community) outlet.

Commission also designated one FM application to be heard in consolidated proceeding with related applications, bringing to 140 number of FM cases in hearing.

Granted construction permits (power given is effective radiated power; antenna height is height above average terrain) were:

FINAL CP's GRANTED

Johnston Broadcasting Co. (WJLD) Birmingham, Alabama—Class B; 93.5 mc (Channel No. 228); 40 kw; antenna 750 feet. (B3-PH-518).

Lee Broadcasting Inc. (WTAD), Quincy, Illinois—Class B; 98.1 mc (Channel No. 251); 33 kw; antenna 639 feet. (B4-PH-185).

WKY Radiophone Company, Oklahoma City, Okla.—Class B; 38.9 mc (Channel No. 255); 152 kw; antenna 928 feet. (B3-PH-171).

Sunbury Broadcasting Corp. (WKOK), Sunbury, Pa.—Class B; 99.3 mc (Channel No. 257); 3.4 kw; antenna 871 feet. (B2-PH-585).

Conditional Grants

Conditional grants, with city, grantee, majority or minority interest in standard station and classification, follow:

MISSOURI—St. Joseph, KFEQ Inc., KFEQ, B
FLORIDA—Miami, Paul Brake, B
NEW YORK—Albany, Hudson Valley Broadcasting Co. Inc., B
Poughkeepsie, Poughkeepsie Newspapers, Inc., WKIP, B
Utica, Rome Sentinel Co., B
OREGON—Albany, Central Willamette Broadcasting Co., KWIL, A
PENNSYLVANIA—Sharon, Sharon Herald Broadcasting Co., WPIC B

Designated for Hearing

Ft. Wayne, Broadcasting Co., Inc., Ft. Wayne, Ind.—Designated for hearing application for new FM station, to be heard in consolidated proceeding with applications of Midwest FM Network et al; orders heretofore issued in these dockets to be amended to include the Ft. Wayne Broadcasting Co., Inc. application.

The Commission adopted an Order in re applications of WBNX Broadcasting Co., et al (Dockets 6013 et al) for FM stations in the New York-New Jersey area, ordering that Sections 1.73 and 1.141 of the Commission's Rules of Practice and Procedure be waived for the purpose only of permitting amendments relating solely to additional data requested by the Commission in connection with the applications, to be filed directly with the presiding officer of the consolidated hearing; that the presiding officer be authorized to accept for filing all such amendments which comply with Section 1.74 of the Commission's Rules, and where no objection thereto is made by any party; that in the event of objection by any party to such amendment, said presiding officer be directed to refer said amendment to the Commission for action by the Motions Commissioner.

WJZ RATE CARD CHANGE

WJZ New York, July 1, issues new rate card with four principal changes, as follows: (1) Discounts on programs no longer computed on basis of consecutive weeks and now based on number of program periods used within 12 months; (2) Discount and rebate structure has been combined into one discount; (3) rates for stationbreaks and one minute announcements and their frequency requirements have been changed; (4) all participation programs which were not on flat rate basis have been so changed.

New rates and policies apply to new advertisers July 1, 1946, with present advertisers protected until July 1, 1947.

Closed Circuit

(Continued from page 4)

past two months actor has made rounds of Chicago agencies attempting to get air time for "Tommy Timber" without success.

FORD MOTOR Co., last week discussing possibility of switching *Sunday Evening Hour*, 8-9 p.m. on ABC to 4-5 p.m. Sundays on NBC. Company reportedly dissatisfied with ABC time. Now that NBC and Kenyon & Eckhardt are in discussion stage, it was said ABC offering better available time to sponsor. Program currently scheduled to return to ABC sometime in October. 4 to 5 p.m. on NBC now filled with sustaining *National Hour* (4-4:30 p.m.), and sponsored RCA show (4:30-5 p.m.). Latter show is shifting to early period Sunday. *National Hour* will move, possibly to Thursday night.

STIRRING of union activity amongst white collar workers at NBC, WOR and WMCA New York, evident last week. Prodded by recent CBS white collar election, United Office & Professional Workes of America (CIO) distributed union leaflets at WOR and WMCA. Reported that union will aim at NBC for next drive to organize.

COLGATE-PALMOLIVE-PEET reportedly may take over NBC 7:30-8 p.m. Thursdays to be vacated by *Bob Burns Show* which Lever Bros. dropped. Ted Bates Inc., New York, Colgate's Agency, said negotiating with NBC.

QUEEN CITY AMENDS

QUEEN CITY Broadcasting Co. (KIRO Seattle) petitioned FCC to amend application for 1 kw on 600 kc, Boise, Idaho, to 1 kw unlimited, directional antenna, on 950, remove from hearing docket and grant without hearing. Application followed FCC's proposed denial of Queen City application for use of 600 kc at Boise, while proposing to grant that of KFXD Nampa, Idaho, to change frequency from 1230 to 580 kc, increase power 250 w to 1 kw, move transmitter to midway between Nampa and Boise [Broadcasting, May 6].

CBS FIGHTS KQW DENIAL

CBS Friday took two steps to protect AM and FM interests. Filed exceptions to proposed FCC denial of KQW San Francisco sale by Brunton brothers for $950,000 to network, asked oral argument, indicating net intends to litigate should FCC make proposal denial final [Broadcasting, June 3, 10]. At same time network filed petition with FCC to intervene in Washington FM proceedings. CBS earlier filed application for FM outlet in nation's capital [Broadcasting, June 3].

DISC HEARING DEFERRED

REQUEST of NAB for 60-day postponement of June 24 deadline for filing of briefs and requests for oral argument on proposed transcription rule revision granted Friday by FCC. NAB sought delay to permit discussion of the proposal by its board of directors, which meets Aug. 6-8 at Estes Park, Col. [Broadcasting, June 17]. The proposed rule would amend Section 3.407 to liberalize requirements for identification of transcription and recordings.

AMELIA UNDERWOOD, fashion editor in NBC press information department, leaves after eight years to become publicity manager of *Womens Home Companion* July 29, replacing Joan Lane, resigned.

CONVEY RELINQUISHING THIRD INTEREST IN KWK ST. LOUIS

SALE OF approximately one-third interest in KWK St. Louis to Anthony A. Buford, general attorney for Anheuser Busch Inc. and Arnold G. Stifel, former partner in St. Louis investment banking firm of Stifel, Nicolaus, announced Friday by Robert T. Convey, president. Mr. Convey and family will continue controlling stockholders. Amount involved not disclosed.

Transaction does not require FCC approval, since control is not affected, but the FCC, within statutory 30-day period, will be notified of transaction. Both Messrs. Stifel and Buford to become members of the board of Thomas Patrick Inc., but will not actively participate in KWK's day to day operation.

Change announced at staff meeting of KWK employees by Mr. Convey marks first time in station's 19-year history that substantial interest has been held by persons other than members of immediate Convey family. Mr. Convey explained that plan calls for immediate completion of facility expansion to exceed $500,000. He disclosed that the 3 kw section of KWK's 50 kw FM station will be on air early next month.

Boatmens Bank Building selected as FM transmitter site. During early months of operation single square loop antenna will be employed, to be replaced by eight bay antenna mounted on 270 foot tower on roof of Boatmens Building. Antenna will be tallest structure in St. Louis, is planned for completion in October subject to approval of CAA.

BOLER SAYS WAIT SALE PART OF MVN REVAMPING

REORGANIZATION of Mississippi Valley Network and North Central Broadcasting System, both controlled by John W. Boler, owner of KSJB Jamestown, N. D., and KVOX Moorhead, Minn., probably will include purchase of WAIT Chicago, 5 kw independent, from Gene T. Dyer, Mr. Boler revealed Friday. Purchase price reported at $600,000.

Mr. Boler, confined to Presbyterian Hospital, Chicago, after being stricken with gall-bladder attack while en route by plane from Washington to Chicago Wednesday, said WAIT purchase negotiations should be completed by today. He just recovered from measles.

Mr. Boler said $2,000,000 to refinance MVN and purchase WAIT being advanced by group of eastern underwriters. Reorganization will see divorcement of MVN from NCBS, with transfer of majority—possibly all—NCBS stock to MVN. In that case NCBS Chicago and New York offices would be closed, MVN headquarters maintained in St. Paul. NCBS owns exclusive recording rights to "Joe Palooka" comic strip.

Under proposed plan MVN will be incorporated *de facto* in Illinois. WAIT, if purchase goes through and FCC approves, will become origination point for MVN's *Town and Country Time*, full hour farm program now aired from WLOL, said Mr. Boler. Other considerations enumerated by him include purchase of KVOX by MVN. Mr. Boler said he would retain KSJB, have substantial share of outstanding stock in new organization, plus board membership.

MVN claims 70 affiliates. NCBS as a sales organization and regional network, operates 23 affiliates. Mr. Boler said he holds 10-day option on WAIT purchase.

THRU JETT'S EYES

COMMISSIONER E. K. Jett, former chief engineer of the FCC, and the official principally responsible for the basic allocations covering television and other high frequency services, had this to say about the fight telecast:

> "NBC and all who participated in bringing the Louis-Conn telecast to Washington are to be congratulated on the fine technical performance and excellent production technique employed."

ARRANGEMENTS COMPLETED FOR ATOM BOMB TEST

FINAL arrangements for broadcast of atomic bomb test at Bikini atoll June 30, with Bill Downs, CBS correspondent representing four networks for pool broadcast from plane immediately following bombing plane, completed Friday.

First four-network broadcast will take place 3-3:05 p.m. picking up take-off of bombing plane on first of its four 15-minute test runs over target. Bomb is scheduled to be dropped on fourth run, with five runs maximum. If bomb is not dropped on fifth run, because of weather conditions, test will be postponed.

Networks have cleared time between 6 and 7 p.m. for actual description by Mr. Downs from plane and sound of explosion when bomb is dropped. At 8 p.m., after returning to headquarters at Kwajalein Island, Downs will be heard on all networks interviewing bomber and pilot of bombing ship.

TEXAS VIDEO GRANT TO CARTER PUBLICATIONS

CONSTRUCTION permit for television station authorized by FCC Friday to Carter Publications Inc. (WBAP), Fort Worth, Tex. Permit calls for Channel No. 5 (76-82 mc); effective peak power radiated: 30.4 kw (visual and aural); effective antenna height above average terrain: 500 feet.

Grant first issued for television station in Southwest; brought to 27 number of video stations operating or authorized.

WLIB PLANS SALES CHANGE

NEW sales policy to be installed by WLIB New York, according to Jackson Leighter, recently named president of station by Mrs. Dorothy S. Thackrey, owner. Sales change eliminates two positions, Mr. Leighter said in connection with resignations last week of Ed Twamley, general manager, and Robert M. Scholle, sales vice president. No replacements planned, he added. Taking office today as station manager, new post, is Lou Jacobson, onetime WGN Chicago producer. Mr. Leighter said appointment was made with FM and television in view.

FCC GRANTED renewal of licenses for period ending May 1, 1949 to KPQ Wenatchee, Wash.; KVI Tacoma, Wash.; WSUN St. Petersburg, Fla. An additional 75 stations on temporary license were given further extensions to Sept. 1, 1946, pending determination upon applications for renewal. In FM field, following were extended upon a temporary basis only until Sept. 1, 1946: WFMN Alpine, N. J.: WMIT Winston-Salem; WNYC-FM New York; WGTR Boston; WMTW Boston. Another 29 FM stations on temporary were further extended until Sept. 1, 1946.

People

J. J. ROBBINS, music publisher, resigned from board of directors ASCAP because of recent withdrawal of Robbins-Miller-Feist Music Corps. Will be succeeded by Abe Olman, who also took over Robbins Music Corp.

WILLIAM WILSON, Jr., ABC sales promotion staff, named WENR Chicago local and ABC spot salesman. Mr. Wilson joined ABC Central Division September 1945, previously employed as assistant to district sales manager National Gypsum Co., Chicago.

BARRON R. PROCTER, chief accountant and office and personnel manager of Lennen & Mitchell, New York, elected controller.

EDWARD J. CONTENT, WOR engineer and acoustical expert since 1926 will leave station July 6 to form own business as acoustical consultant and studio design specialist. Mr. Content responsible for acoustical job done for UN Security Council meetings at Hunter College, is now consulting for UN meeting at Lake Success.

HITS CAB-HOOPER PLAN

ARTHUR C. NIELSEN, president A. C. Nielsen Co., Chicago, Friday said of CAB intention to discontinue own rating service July 31 and switch to C. E. Hooper Inc. rating (see story page 46). "I see no great significance to the arrangement because it fails to give CAB subscribers anything which they could not secure by purchasing Hooper's service in the ordinary manner." Further added that each member of the CAB committee would be tendeed invitation to visit Nielsen Co. to investigate mechanical index before subscribing to Hooper.

FELTIS ADDRESSES AFA

HUGH FELTIS, Broadcast Measurement Bureau's president, listed five ways advertisers and agencies can use forthcoming BMB audience measurements in speech last Saturday to Advertising Federation of America meeting at Swampscott, Mass. Points were: (1) To evaluate stations in terms of total audiences, audiences within given areas or cost per thousand listeners; (2) to pattern radio campaigns according to product distribution; (3) to help advertisers coordinate different media; (4) to promote progams more effectively, (5) to foster dealer tie-in advertising.

DU MONT CONGRATULATES

DR. ALLEN B. DU MONT, president of Du Mont Television, wired congratulations to Niles Trammell, NBC president: "Congratulations to you and the entire NBC television staff for the masterly handling of the Louis-Conn broadcast. We provided television receiving sets for more than 1000 of our people and they were unanimous in their praise of the quality of the image and the skill with which the job was done. Television received a great impetus."

SENATE late Friday passed State, Justice and Commerce 1947 appropriations bill, restoring $9,284,778 for State's Office of International Information & Cultural Affairs (including shortwave), also including: amendment limiting State Dept. to purchases of 75% of international shortwave station time without licensee consent. Bill now to conference (earlier story page 20).

Reaching a permanently sales-rich market!

WORK

YORK, PENNSYLVANIA

Your product advertised over WORK reaches the greater York market which is permanently prosperous. Located here are many large, well-known industries—manufacturing products for which there's a never-ending demand. Surrounding the industrial section is a rich, farming countryside. Your advertising dollars are wisely and economically spent on WORK. It offers real sales possibilities. Write for information.

NBC
MUTUAL

WKY
OKLAHOMA CITY

has everything....

- LISTENERS
- FREQUENCY
- COVERAGE
- FACILITIES
- POWER
- KNOW-HOW
- PROGRAMS

930 KILOCYCLES — NBC AFFILIATE — OWNED AND OPERATED BY THE OKLAHOMA PUBLISHING COMPANY: THE DAILY OKLAHOMAN — OKLAHOMA CITY T
THE FARMER-STOCKMAN — KVOR, COLORADO SPRINGS — KLZ, DENVER (Affiliated Management) — [illegible]